

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 13, 1986

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	20.8	17,870
2	LIBERTY WEEKEND '86-THU.(S)	19.9	17,090
3	FAMILY TIES	18.9	16,240
4	LIBERTY WEEKEND '86-FRI.(S)	18.4	15,810
5	GOLDEN GIRLS	17.3	14,860
6	GROWING PAINS	16.7	14,350
7	WHO'S THE BOSS?	16.6	14,260
8	NBC MONDAY NIGHT MOVIES	16.4	14,090
8	NEWHART#	16.4	14,090
10	KATE & ALLIE#	16.2	13,920
10	MURDER, SHE WROTE	16.2	13,920
12	CHEERS	16.0	13,740
13	ME & MRS. C	15.6	13,400
14	LIBERTY WEEKEND '86-SUN.(S)	15.2	13,060
15	NIGHT COURT	15.1	12,970
16	GRAND OLE OPRY'S 60TH ANV(S)	15.0	12,890
17	MOONLIGHTING	14.4	12,370
18	GIMME A BREAK	14.2	12,200
18	60 MINUTES	14.2	12,200

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	20.6	46,220
2	FAMILY TIES	14.8	33,290
3	LIBERTY WEEKEND '86-THU.(S)	14.7	33,090
4	LIBERTY WEEKEND '86-FRI.(S)	13.0	29,170
5	GOLDEN GIRLS	12.2	27,350
6	GROWING PAINS	11.9	26,640
7	NEWHART#	11.8	26,550
8	KATE & ALLIE#	11.8	26,510
9	WHO'S THE BOSS?	11.7	26,340
10	ME & MRS. C	11.5	25,820
11	CHEERS	11.3	25,350
12	NBC MONDAY NIGHT MOVIES	11.2	25,080
13	MOONLIGHTING	11.0	24,660
14	MR. BELVEDERE#	10.8	24,260
15	LIBERTY WEEKEND '86-SUN.(S)	10.7	24,090
16	REMINGTON STEELE	10.5	23,640
17	VALERIE	10.5	23,560
18	NIGHT COURT	10.4	23,410

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LIBERTY WEEKEND '86-THU.(S)	18.8	16,850
2	BILL COSBY SHOW	18.1	16,200
3	LIBERTY WEEKEND '86-FRI.(S)	17.5	15,700
4	FAMILY TIES	16.6	14,850
5	GOLDEN GIRLS	15.4	13,750
6	NEWHART#	13.7	12,280
7	NBC MONDAY NIGHT MOVIES	13.6	12,220
8	ME & MRS. C	13.6	12,180
9	KATE & ALLIE#	13.4	11,960
10	CHEERS	13.3	11,950
11	LIBERTY WEEKEND '86-SUN.(S)	13.2	11,860
12	GROWING PAINS	13.2	11,800
13	MURDER, SHE WROTE	13.1	11,770
14	WHO'S THE BOSS?	13.0	11,620
15	REMINGTON STEELE	12.9	11,560
16	NIGHT COURT	12.7	11,380
17	GRAND OLE OPRY'S 60TH ANV(S)	12.6	11,290
18	CAGNEY & LACEY#	11.8	10,610
19	HIGHWAY TO HEAVEN	11.8	10,560

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LIBERTY WEEKEND '86-THU.(S)	15.1	12,190
2	LIBERTY WEEKEND '86-FRI.(S)	13.8	11,180
3	BILL COSBY SHOW	12.5	10,100
4	NEWHART#	11.6	9,400
5	FAMILY TIES	11.0	8,900
6	LIBERTY WEEKEND '86-SUN.(S)	11.0	8,850
7	NBC MONDAY NIGHT MOVIES	10.9	8,800
8	60 MINUTES	10.9	8,780
9	MURDER, SHE WROTE	10.7	8,620
10	KATE & ALLIE#	10.5	8,480
11	ME & MRS. C	9.3	7,530
12	CHEERS	9.3	7,510
12	GOLDEN GIRLS	9.3	7,510
14	CBS SUNDAY NIGHT MOVIE	9.1	7,390
14	WHO'S THE BOSS?	9.1	7,390
16	NIGHT COURT	8.6	6,980
17	GROWING PAINS	8.6	6,930
18	MOONLIGHTING	8.5	6,890

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING JULY 13, 1986

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	19.4	10,970
2	FAMILY TIES	18.3	10,330
3	GROWING PAINS	14.7	8,310
4	CHEERS	14.6	8,240
5	NIGHT COURT	14.5	8,210
6	GOLDEN GIRLS	14.0	7,910
7	NEWHART#	14.0	7,890
8	MOONLIGHTING	13.9	7,830
9	ME & MRS. C	13.4	7,560
10	REMINGTON STEELE	13.2	7,460
11	LIBERTY WEEKEND '86-THU.(S)	13.1	7,420
12	NBC MONDAY NIGHT MOVIES	12.9	7,310
13	WHO'S THE BOSS?	12.9	7,290
14	KATE & ALLIE#	12.4	7,030
15	LIBERTY WEEKEND '86-FRI.(S)	11.8	6,680
16	VALERIE	11.7	6,620
17	GIMME A BREAK	11.1	6,280

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LIBERTY WEEKEND '86-THU.(S)	29.4	8,070
2	LIBERTY WEEKEND '86-FRI.(S)	27.8	7,620
3	MURDER, SHE WROTE	20.1	5,530
4	LIBERTY WEEKEND '86-SUN.(S)	19.8	5,440
5	GRAND OLE OPRY'S 60TH ANV(S)	19.0	5,220
6	GOLDEN GIRLS	18.4	5,040
7	BILL COSBY SHOW	17.2	4,710
8	60 MINUTES	16.8	4,610
9	ELLIS ISLAND PART 3(S)	16.7	4,590
10	ELLIS ISLAND PART 2(S)	16.6	4,570
11	HIGHWAY TO HEAVEN	16.2	4,460
12	KATE & ALLIE#	16.0	4,390
13	NBC MONDAY NIGHT MOVIES	14.8	4,070
14	ME & MRS. C	14.7	4,040
15	CBS SUNDAY NIGHT MOVIE	14.7	4,030
16	FAMILY TIES	14.4	3,960
17	227	14.4	3,950
18	SCARECROW & MRS. KING	14.3	3,920
19	GIMME A BREAK	13.5	3,700
19	NEWHART#	13.5	3,700
21	YOU AGAIN ?	13.4	3,680

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	12.8	7,040
2	NEWHART#	12.0	6,570
3	FAMILY TIES	11.9	6,550
4	LIBERTY WEEKEND '86-THU.(S)	11.6	6,350
5	NBC MONDAY NIGHT MOVIES	10.6	5,810
6	LIBERTY WEEKEND '86-FRI.(S)	10.5	5,750
7	KATE & ALLIE#	10.4	5,720
8	MOONLIGHTING	9.8	5,350
9	CHEERS	9.4	5,130
10	NIGHT COURT	9.0	4,960
11	60 MINUTES	9.0	4,920
12	GROWING PAINS	8.9	4,890
13	ME & MRS. C	8.9	4,880
14	WHO'S THE BOSS?	8.6	4,740
15	STINGRAY#	8.5	4,660
16	AMAZING STORIES	8.4	4,630
17	MURDER, SHE WROTE	8.0	4,390

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	LIBERTY WEEKEND '86-THU.(S)	23.9	4,960
2	LIBERTY WEEKEND '86-FRI.(S)	21.8	4,530
3	LIBERTY WEEKEND '86-SUN.(S)	19.3	4,000
4	MURDER, SHE WROTE	16.2	3,360
5	GRAND OLE OPRY'S 60TH ANV(S)	15.9	3,300
6	60 MINUTES	15.7	3,250
7	GOLDEN GIRLS	14.3	2,960
8	ELLIS ISLAND PART 2(S)	12.8	2,660
9	ALAN KING SHOW(S)	12.2	2,530
10	EQUALIZER#	11.8	2,450
11	CBS SUNDAY NIGHT MOVIE	11.7	2,420
12	ELLIS ISLAND PART 3(S)	11.7	2,420
13	ABC MONDAY NIGHT BASEBALL	11.5	2,390
14	MACGYVER#	11.2	2,320
15	ME & MRS. C	11.1	2,300
15	REMINGTON STEELE	11.1	2,300
17	CBS EVENING NEWS-RATHER	11.0	2,290
18	BILL COSBY SHOW	10.9	2,270
19	KATE & ALLIE#	10.9	2,270
20	WHO'S THE BOSS?	10.8	2,250
21	ABC SUNDAY NIGHT MOVIE#	10.8	2,240
22	NBC MONDAY NIGHT MOVIES	10.7	2,230

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
*EVENING																																	
A TEAM																																	
TUE. 8.00P 60 NBC A 36 194 200																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
ABC BUSINESS BRIEF-WED 36 189 188																																	
WED. 8.58P 1 ABC N 89 89																																	
ABC BUSINESS BRIEF-FRI 37 198 186																																	
1 FRI. 8.56P 1 ABC N 93 88																																	
2 FRI. 8.41P 1																																	
ABC COMEDY SPECIAL 4 197																																	
2 FRI. 9.30P 30 ABC CS 97																																	
ABC MONDAY NIGHT BASEBALL 2 206 207																																	
1 MON. 8.00P 186 ABC SE 99 99																																	
2 MON. 8.00P 189																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
11.00 - 11.30																																	
ABC NEWSBRIEF-MON 38 198 188																																	
1 MON. 8.04P 1 ABC N 94 92																																	
2 MON. 8.05P 1																																	
ABC NEWSBRIEF-TUE 38 178 181																																	
TUE. 9.58P 1 ABC N 90 90																																	
ABC NEWSBRIEF-WED 38 178 185																																	
WED. 9.58P 1 ABC N 89 89																																	
ABC NEWSBRIEF-THU 38 188 180																																	
1 THU. 9.43P 1 ABC N 90 90																																	
2 THU. 9.58P 1																																	
ABC NEWSBRIEF-FRI 38 191 175																																	
1 FRI. 10.26P 1 ABC N 90 88																																	
2 FRI. 9.58P 1																																	
ABC NEWSBRIEF-SAT. 38 183 169																																	
1 SAT. 10.00P 1 ABC N 92 90																																	
2 SAT. 9.53P 1																																	
ABC NEWSBRIEF-SUN. 38 191 187																																	
1 SUN. 10.18P 1 ABC N 92 92																																	
2 SUN. 9.54P 1																																	
ABC SATURDAY NIGHT MOVIE 4 190																																	
2 SAT. 9.00P 120 ABC FF 98																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
CONT'D																																	

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																														
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING WOM.	WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)																				
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11																		
EVENING CONT'D																																													
ABC SATURDAY NIGHT-CONT'D																																													
10.00 - 10.30																		A	7.0	13	601	1183	714	203^	851	302^	437^	402^	317^	343^	301^	136^	136^	139^	86v	79v	31v	31v	LT	LT					
10.30 - 11.00																		A	7.7	15	661	1256	734	221^	932	345^	494	397^	343^	373^	298^	144^	144^	128^	64v	90v	26v	26v	LT	LT					
ABC SPORTS UPDATE-SAT																		36	195	187	A	5.4	11	464	1453	773	308	847	170^	335	318	402	471	421	62v	179^	191^	208^	213^	34v	24v	151^	74^		
1 SAT. 9.17P																		1	ABC	SN	94	92	B	7.7	13	661																			
2 SAT. 8.58P																		1																											
ABC SPORTS UPDATE-SUN																		38	198	194	A	11.2	21	962	1968	793	329	894	293	477	499	410	353	661	177	346	351	364	285	132^	77^	281	216		
1 SUN. 9.12P																		1	ABC	SN	94	94	B	13.0	20	1117																			
2 SUN. 8.29P																		1																											
ABC SUNDAY NIGHT MOVIE																		28		201	A	11.9	22	1022	1665	747	313	843	274	518	498	406	258^	554	183^	308	275	284	218^	32v	LT	236^	193^		
2 SUN. 9.00P																		151	ABC	FF		97	B	15.2	24	1306																			
9.00 - 9.30																		A	11.2	21	962	1678	781	318	886	336	588	549	374	246^	471	144^	270^	271^	232^	187^	24v	LT	297	203^					
9.30 - 10.00																		A	12.0	22	1031	1614	736	336	832	275	530	496	397	250^	518	174^	310	284	268	181^	24v	LT	240^	190^					
10.00 - 10.30																		A	11.9	21	1022	1642	742	323	838	268	513	501	409	251^	560	195^	318	264	289	212^	33v	LT	211^	188^					
10.30 - 11.00																		A	12.4	22	1065	1619	732	288	816	238^	485	481	426	263	583	195^	311	268	307	243^	34v	LT	186^	157^					
11.00 - 11.30																		A	12.0	24	1031	1777	745	307	848	256^	489	467	425	279	638	201^	332	289	323	269	43v	LT	248^	225^					
ABC WORLD NEWS TONIGHT																		190	208	208	A	9.8	22	842	1489	694	238	760	157	332	368	335	349	610	174	355	344	281	225	45^	30^	74^	37^		
M-F 6.30P																		30	ABC	N	99	99	B	11.2	21	962																			
ABC WRLD NEWS TONIGHT-SAT																		27	190	192	A	6.2	16	533	1450	666	114^	666	95^	309	346	306	320	682	108^	270	346	349	336	59v	LT	43v	23v		
SAT. 6.30P																		30	ABC	N	96	96	B	8.5	18	730																			
ABC WRLD NEWS TONIGHT-SUN																		34	160	158	A	5.7	15	490	1441	569	191^	637	186^	288	321	288	291	653	162^	309	347	328	306	42v	42v	109^	56v		
SUN. 6.30P																		30	ABC	N	84	83	B	7.2	14	618																			
AIRWOLF																		4	206	204	A	7.8	15	670	1618	592	278	670	218	372	360	306	246	581	212	359	354	277	151^	133^	51v	234	174^		
WED. 9.00P																		60	CBS	A	99	97	B	7.8	14	670																			
9.00 - 9.30																		A	7.2	14	618	1563	586	291	660	203^	352	350	304	249	541	199^	336	331	253	133^	122^	55v	240	182^					
9.30 - 10.00																		A	8.5	16	730	1629	589	265	667	225	380	360	303	240	600	217	372	370	293	158^	138^	44v	224	164^					
ALAN KING SHOW(S)																		205			A	8.3	19	713	2007	837	349^	923	207^	377	400	347^	475	715	80v	275^	311^	392	356^	143^	143^	226^	164^		
2 SAT. 8.00P																		30	CBS	CS		99																							
ALFRED HITCHCOCK SPECIAL(S)																		201			A	10.3	18	885	1764	614	306	720	279^	485	398	330	212^	609	273^	430	384	232^	124^	226^	39v	209^	209^		
1 SUN. 10.00P																		60	NBC	SM		99	A	10.4	18	893	1745	618	329	714	281^	492	414	323	202^	564	206^	388	375	264^	122^	251^	77^	216^	216^
10.00 - 10.30																		A	10.3	19	885	1757	599	278^	714	273^	471	374	328	220^	648	339	467	388	197^	127^	197^	LT	198^	198^					
10.30 - 11.00																																													
ALFRED HITCHCOCK SPEC.(S)																		201			A	8.1	16	696	1836	879	361^	881	396	646	567	404	182^	692	277^	549	430	331^	143^	142^	120^	121^	73v		
2 SUN. 8.00P																		60	NBC	SM		97	A	7.9	16	679	1926	870	365^	870	402	622	545	384^	188^	699	249^	545	444	360^	154^	149^	122^	208^	150^
8.00 - 8.30																		A	8.4	16	722	1715	873	348^	873	383	656	576	417	171^	669	295^	537	403	297^	132^	134^	115^	39v	LT	39v	LT			
8.30 - 9.00																																													
AMAZING STORIES																		2	208	209	A	12.7	23	1091	2027	771	276	868	345	566	512	352	244	573	287	425	367	232	125	270	116^	316	269		
MON. 8.30P																		30	NBC	GD	99	99	B	12.7	23	1091																			
AMERICAN PORTRAIT																		96	200	200	A	9.4	17	807	1706	802	308	898	227	429	437	420	391	572	137	272	285	298	242	78^	41^	158	112		
1 MTUTh 8.58P																		1	CBS	DO	94	95	B	13.0	20	1117																			
2 TU&Th 8.58P																		1																											
BENSON																		20		198	A	6.2	13	533	1503	641	311^	797	245^	462^	374^	304^	335^	339^	105v	219^	233^	168^	96v	44v	LT	323^	163^		
2 SAT. 8.30P																		30	ABC	CS		97	B	8.2	15	704																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
																TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+
EVENING CONT'D																																							
BILL COSBY SHOW																																							
THU. 8.00P 30 NBC CS 39 213 214																																							
A 20.8 40 1787																																							
B 32.0 50 2749																																							
2586 821 397																																							
908 370 616 517 341 264																																							
564 220 393 357 266 127																																							
256 158 858 737																																							
BURGER YEARS: CBS NEWS SP.(S)																																							
2 WED. 8.00P 60 CBS DN 203 99																																							
A 4.7 9 404																																							
A 5.1 10 438																																							
A 4.2 8 361																																							
1104 500 57v																																							
651 252 262 128v 122v 389																																							
295 107v 107v 153v 76v 112v																																							
LT LT 158v 129v																																							
8.00 - 8.30																																							
A 5.1 10 438																																							
A 4.2 8 361																																							
1025 609 46v																																							
691 230 246 164 139v 445																																							
206 80v 80v 154v 74v 52v																																							
LT LT 128v 100v																																							
8.30 - 9.00																																							
A 5.1 10 438																																							
A 4.2 8 361																																							
1202 374 72v																																							
606 279 279 83v 98v 327																																							
399 136v 136v 153v 81v 182v																																							
LT LT 197 163v																																							
CAGNEY & LACEY																																							
2 MON. 10.00P 60 CBS OP 30 207 99																																							
A 13.6 24 1168																																							
B 15.8 26 1357																																							
A 13.5 24 1160																																							
A 13.6 25 1168																																							
1702 882 350																																							
909 354 531 501 363 311																																							
441 235 277 243 132 142																																							
135 53v 217 190																																							
10.00 - 10.30																																							
A 13.5 24 1160																																							
1612 849 356																																							
874 366 519 479 318 288																																							
426 226 273 253 135 137																																							
145 63 167 141																																							
10.30 - 11.00																																							
A 13.6 25 1168																																							
1798 919 346																																							
946 344 543 525 406 334																																							
455 244 284 234 132 144																																							
128 45v 269 240																																							
CBS EVENING NEWS-RATHER																																							
M-F 6.30P 30 CBS N 194 207 206 99 99																																							
A 9.7 21 833																																							
B 12.7 23 1091																																							
1395 689 241																																							
763 172 317 329 328 399																																							
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CBS EVENING NEWS-SUNDAY																																							
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B 8.2 17 704																																							
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A 10.0 21 859																																							
B 9.4 18 807																																							
A 8.3 18 713																																							
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CBS SAT. NEWS-SCHIEFFER																																							
SAT. 6.30P 30 CBS N 31 180 179 91 93																																							
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CELEBRATION OF LIBERTY(S)																																							
1 THU. 9.00P 137 CBS N 206 99																																							
A 7.5 14 644																																							
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623 178 290 317 302 261																																							
78v 32v 68v 52v																																							

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

[illegible]

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																	
GOLDEN GIRLS						39	202	202		A	17.3	35	1486	1841	850	388	926	291	532	497	386	339	505	129	260	243	243	199	140	126	270	211	
SAT.						9.00P	30	NBC	CS		B	20.9	36	1795																			
GRAND OLE OPRY'S 60TH ANV(S)								202		A	15.0	27	1289	1811	798	320	877	134^	373	427	468	406	529	105^	234	221	292	255	239	183^	166^	121	
2 THU.						9.00P	120	CBS	GV				99																				
						9.00 - 9.30				A	13.4	24	1151	1975	835	315	913	144^	389	454	466	427	540	125^	232^	203^	280	271	272	192^	250	185^	
						9.30 - 10.00				A	15.3	27	1314	1902	802	294	879	127^	376	439	464	406	532	118^	232	219	272	256	242	168^	249	173^	
						10.00 - 10.30				A	16.2	29	1392	1726	779	363	858	135^	368	423	471	385	513	93^	237	235	292	235	259	216	96^	96^	
						10.30 - 11.00				A	15.2	28	1306	1641	776	299	850	129^	356	395	462	404	528	92^	236	218	308	264	183^	155^	80^	37^	
GROWING PAINS							31	202	207		A	16.7	31	1435	1856	697	318	822	382	579	470	292	198	482	250	341	304	166	128	179	134	373	278
TUE.						8.30P	30	ABC	CS		B	19.1	30	1641																			
HARDCASTLE & MCCORMICK						5	200	204		A	10.7	20	919	1476	724	293	832	249	419	401	371	331	476	175	273	258	205	156	59^	54^	109^	90^	
WED.						9.00P	60	ABC	A		B	12.8	23	1100																			
						9.00 - 9.30				A	10.6	20	911	1445	709	286	810	235	399	383	370	329	461	159	245	256	205	161	55^	44^	119^	88^	
						9.30 - 10.00				A	10.9	20	936	1482	730	297	843	261	433	412	366	330	483	187	291	255	200	152	60^	60^	96^	91^	
HARDESTY HOUSE(S)								205		A	8.7	18	747	1825	892	403	949	263^	528	542	542	319^	648	148^	451	414	409	197^	99^	35^	129^	102^	
1 SAT.						10.02P	58	ABC	GD				99																				
						10.00 - 10.30				A	8.5	17	730	1836	896	392	955	259^	523	528	552	333^	639	138^	432	395	406	207^	110^	74^	132^	102^	
						10.30 - 11.00				A	8.8	18	756	1829	897	414	953	271^	536	556	531	312^	660	157^	470	435	416	190^	88^	LT	128^	100^	
HIGHWAY TO HEAVEN							35	209	212		A	13.8	27	1185	1778	775	365	890	256	458	418	361	375	519	213	327	277	208	144	126	56^	243	126
WED.						8.00P	60	NBC	GD		B	18.6	30	1598																			
						8.00 - 8.30				A	13.0	26	1117	1734	783	366	893	232	437	399	361	399	512	207	316	263	201	153	118^	49^	211	114^	
						8.30 - 9.00				A	14.4	28	1237	1829	776	367	896	280	481	437	362	359	530	221	342	293	216	139	131	63^	272	135	
HILL STREET BLUES							34	208		A	11.1	20	953	1740	813	287	800	354	587	485	308	244^	512	235^	354	296	195^	134^	97^	LT	271^	215^	
2 THU.						10.00P	60	NBC	OP		B	15.4	26	1323																			
						10.00 - 10.30				A	11.4	20	979	1816	783	264^	825	356	554	443	276	243^	519	236^	379	313	198^	125^	102^	LT	370	314	
						10.30 - 11.00				A	10.7	20	919	1665	850	310	901	355	625	533	340	246^	504	236^	324	280^	188^	145^	94^	LT	166^	113^	
HOTEL							30	205	207		A	12.3	23	1057	1501	683	295	792	184	411	393	408	317	438	96^	204	210	228	197	135	79^	136	112^
WED.						10.00P	60	ABC	GD		B	17.6	30	1512																			
						10.00 - 10.30				A	11.7	22	1005	1461	678	301	790	184	403	388	403	320	436	93^	202	211	225	192	129^	81^	106^	86^	
						10.30 - 11.00				A	12.8	25	1100	1542	693	289	797	185	416	401	413	314	443	100^	207	207	232	204	141	79^	161	135	
HUNTER							15	200	201		A	11.4	20	979	1737	640	274	693	168	342	346	330	304	643	242	402	384	278	194	153	86^	248	227
TUE.						9.00P	60	NBC	OP		B	13.7	22	1177																			
						9.00 - 9.30				A	10.8	19	928	1803	669	282	716	188	355	366	328	312	637	242	392	370	263	204	164	103^	286	286	
						9.30 - 10.00				A	12.2	21	1048	1636	599	256	654	145	322	319	326	289	633	237	404	384	283	182	140	71^	209	170	
KATE & ALLIE							34	203		A	16.2	28	1392	1904	821	407	858	243	504	478	402	316	610	273	412	364	272	162^	197	117^	239	158^	
2 MON.						9.00P	30	CBS	CS		B	18.8	28	1615																			
KISSYFUR 4(S)								192		A	5.1	11	438	2103	565^	350^	658	292^	515^	375^	246^	143^	555^	178^	391^	379^	249^	128^	285^	165^	605^	391^	
1 SUN.						7.30P	30	NBC	EA				98																				
KNIGHT RIDER							8	195		A	7.7	19	661	1761	693	272^	808	215^	495	454	394^	292^	703	245^	444	394^	303^	196^	85^	64^	165^	98^	
1 FRI.						8.00P	60	NBC	A		B	9.6	20	825																			
						8.00 - 8.30				A	6.9	17	593	1715	691	261^	790	212^	477	426^	354^	313^	736	280^	477	394^	285^	211^	59^	59^	130^	63^	
						8.30 - 9.00				A	8.5	20	730	1778	693	277^	817	215^	506	475	423	273^	666	211^	410	391	317^	179^	103^	65^	192^	126^	
LIBERTY WEEKEND '86-WED.(S)								210		A	10.0	20	859	1598	795	145^	873	249^	379	424	360	387	545	177^	232^	250^	219^	210^	72^	50^	108^	75^	
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1986 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES	AUDIENCE COMPOSITION																								
					K E Y	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
						AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2																							
EVENING CONT'D																													
LIBERTY WEEKEND '86-CONT'D																													
1	WED.	8.00P	60	ABC U	99																								
		8.00 - 8.30					A	10.3	21	885	1640	778	145	857	247	385	436	353	369	558	190	256	246	219	212	101	68	124	80
		8.30 - 9.00					A	9.7	19	833	1543	812	144	885	250	370	406	367	407	525	162	201	252	216	205	41	30	92	69
LIBERTY WEEKEND '86-THU.(S)																													
1	THU.	8.00P	197	ABC U	99	210	A	19.9	37	1709	1936	860	306	985	248	433	436	443	470	713	207	372	389	337	291	115	55	123	69
		8.00 - 8.30					A	14.9	29	1280	2141	903	355	1086	311	463	381	443	525	726	244	396	413	308	283	103	45	226	104
		8.30 - 9.00					A	18.2	34	1563	2047	856	324	1021	245	430	391	449	503	743	200	366	395	336	322	124	54	159	100
		9.00 - 9.30					A	20.1	37	1727	2034	922	351	1092	322	521	476	443	496	724	196	373	392	347	297	96	41	122	69
		9.30 - 10.00					A	20.7	37	1778	2027	863	355	1020	278	479	473	450	470	774	261	429	436	353	292	120	53	113	72
		10.00 - 10.30					A	21.9	39	1881	1865	876	292	955	241	440	481	447	442	700	192	364	377	355	284	125	60	85	55
		10.30 - 11.00					A	21.9	40	1881	1753	819	237	882	160	346	407	450	457	679	195	342	358	321	286	114	72	78	43
		11.00 - 11.30					A	22.4	42	1924	1701	779	229	842	167	345	408	425	412	635	153	325	341	339	268	111	55	113	52
LIBERTY WEEKEND '86-FRI.(S)																													
1	FRI.	8.00P	180	ABC U	99	210	A	18.4	42	1581	1845	851	362	993	209	423	463	507	482	708	203	363	378	352	288	63	52	81	51
		8.00 - 8.30					A	15.2	37	1306	1791	824	415	985	220	431	459	496	466	638	179	304	317	310	265	74	60	94	59
		8.30 - 9.00					A	16.0	38	1374	1904	885	411	1047	230	459	492	532	504	651	184	323	318	307	274	60	50	146	62
		9.00 - 9.30					A	18.4	42	1581	1937	881	360	1027	211	442	478	529	506	742	252	421	403	343	271	56	49	112	67
		9.30 - 10.00					A	20.4	45	1752	1934	877	363	1019	207	437	478	524	497	775	244	429	427	375	286	55	45	85	59
		10.00 - 10.30					A	23.0	49	1976	1821	830	335	967	215	412	461	485	457	739	186	362	419	387	309	68	53	47	38
		10.30 - 11.00					A	17.4	38	1495	1668	798	301	912	170	352	414	487	463	662	163	320	362	374	300	76	59	18	18
LIBERTY WEEKEND '86-SAT.(S)																													
1	SAT.	8.00P	122	ABC U	99	210	A	7.4	16	636	1594	871	275	932	142	285	314	463	567	534	59	192	204	258	321	54	47	74	58
		8.00 - 8.30					A	7.5	18	644	1570	865	252	931	148	277	316	438	563	496	47	160	184	241	312	52	52	91	69
		8.30 - 9.00					A	7.5	17	644	1536	859	268	916	129	264	307	448	571	501	51	173	189	235	312	44	44	75	56
		9.00 - 9.30					A	6.7	14	576	1578	873	298	932	133	296	309	470	570	525	58	184	177	231	329	47	30	74	61
		9.30 - 10.00					A	7.7	15	661	1688	903	283	957	150	292	319	497	580	611	78	245	255	314	339	63	56	57	48
LIBERTY WEEKEND '86-SUN.(S)																													
1	SUN.	7.00P	249	ABC U	99	210	A	15.2	29	1306	1845	839	273	908	214	406	439	472	417	679	170	336	362	367	306	100	76	158	86
		7.00 - 7.30					A	10.2	23	876	1828	829	230	885	194	375	409	477	445	634	151	292	296	346	320	81	81	228	82
		7.30 - 8.00					A	11.2	24	962	1804	827	267	853	184	368	398	469	417	651	184	345	337	347	283	98	98	202	106
		8.00 - 8.30					A	14.3	29	1228	1969	866	322	953	260	471	468	508	404	712	202	354	396	371	301	125	89	179	98
		8.30 - 9.00					A	15.9	30	1366	1942	875	308	955	250	446	484	493	417	698	179	338	367	357	315	88	63	201	95
		9.00 - 9.30					A	17.2	31	1477	1850	834	277	909	215	385	429	448	431	705	180	332	352	374	323	103	74	133	81
		9.30 - 10.00					A	17.4	31	1495	1779	823	276	890	203	367	413	440	432	657	132	292	335	370	322	103	73	129	83
		10.00 - 10.30					A	17.4	31	1495	1825	853	246	925	223	429	462	461	403	657	163	329	356	363	301	108	79	135	78
		10.30 - 11.00					A	17.4	31	1495	1833	849	265	920	209	424	455	482	408	686	169	365	394	389	292	92	68	135	82
		11.00 - 11.30					A	16.4	34	1409	1712	726	232	808	138	352	368	497	380	720	152	421	431	442	289	83	47	101	66
LOVE BOAT																													
2	FRI.	10.00P	60	ABC CS	97	198	A	10.4	20	893	1866	747	282	819	271	474	448	350	283	519	231	342	265	194	153	260	146	268	222
		10.00 - 10.30					B	10.2	19	876																			
		10.30 - 11.00					A	9.8	18	842	1922	745	264	815	246	459	429	367	292	504	227	333	285	189	140	294	158	309	251
							A	11.0	21	945	1799	745	293	815	292	483	459	331	275	525	230	344	244	196	162	229	135	230	194
MACGYVER																													
2	WED.	8.00P	60	ABC A	99	206	A	13.5	27	1160	1640	614	313	728	208	428	390	346	259	552	154	331	324	288	200	183	140	177	101
		8.00 - 8.30					B	15.1	25	1297																			
		8.30 - 9.00					A	13.0	27	1117	1726	647	332	777	233	459	421	363	271	561	164	333	328	285	205	190	142	198	122
							A	14.0	27	1203	1551	585	294	683	188	402	360	327	248	541	145	327	318	292	194	171	135	156	80
MAGNUM, P.I.																													
	CONT'D				3	206	A	11.3	21	971	1928	777	364	900	330	538	503	360	287	557									

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PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 100 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING WOMEN	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)									
									%	%			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																		
MAGNUM, P.I.-CONT'D																																		
2	TUE.	9.00P	60	CBS	PD		99	B	10.4	19	893	1849	786	340	906	345	527	479	335	302	544	170^	351	277^	315	193^	115^	47v	284	190^				
		9.00 - 9.30						A	10.9	20	936	1996	769	384	893	314	545	523	381	276	565	210^	386	298	287	179^	167^	40v	371	289				
		9.30 - 10.00						A	11.7	21	1005	1927	856	396	910	279	565	516	448	303	561	179	364	304	278	172	187	170	269	213				
ME & MRS. C SAT.																																		
		9.30P	30	NBC	CS	3	196	A	15.6	30	1340	1927	856	396	910	279	565	516	448	303	561	179	364	304	278	172	187	170	269	213				
						96	96	B	16.4	32	1409																							
MIAMI VICE																																		
1	FRI.	9.00P	60	NBC	OP	4	210	A	10.0	22	859	1923	659	363	791	264^	496	511	436	168^	696	189^	446	413	440	175^	217^	58v	219^	167^				
		9.00 - 9.30						B	14.1	28	1211																							
		9.30 - 10.00						A	9.8	22	842	1955	636	335	780	266^	499	493	422	166^	708	188^	468	442	457	162^	227^	61v	240^	187^				
								A	10.2	22	876	1881	680	387	798	258^	491	526	447	170^	681	190^	425	384	420	186^	205^	55v	197^	144^				
MR. BELVEDERE																																		
2	FRI.	8.30P	30	ABC	CS	33	201	A	13.6	28	1168	2077	771	357	860	274	513	470	357	301	436	179^	249	202^	132^	172^	231	96^	550	429				
						96	96	B	14.2	24	1220																							
MR. SUNSHINE																																		
2	FRI.	9.00P	30	ABC	CS	4	196	A	11.7	23	1005	1978	833	428	940	301	570	484	431	291	498	212^	308	253^	181^	146^	196^	95^	344	223^				
						96	96	B	9.5	19	816																							
MOONLIGHTING																																		
	TUE.	9.00P	60	ABC	PD	35	203	A	14.4	26	1237	1994	791	367	852	407	634	552	335	170	559	280	433	401	227	86^	155	62^	428	342				
		9.00 - 9.30				99	99	B	17.8	27	1529																							
		9.30 - 10.00						A	14.4	26	1237	2030	788	365	843	400	636	558	339	163	575	293	451	421	231	85^	166	61^	446	351				
								A	14.5	25	1246	1933	787	363	853	412	627	539	327	176	530	261	408	375	220	83^	143	62^	407	332				
MURDER, SHE WROTE																																		
						32	207	A	16.2	32	1392	1657	793	360	845	214	378	416	353	397	620	136	315	353	340	242	70^	45^	122	112				
SUN.																																		
		8.00 - 8.30	60	CBS	SM	99	99	B	22.8	35	1959	1665	793	355	845	205	362	400	355	413	633	133	318	358	343	251	56^	35^	131	108				
		8.30 - 9.00						A	15.6	31	1340	1658	799	365	852	225	396	432	353	387	610	138	313	353	338	234	82^	54^	114	114				
								A	16.7	32	1435																							
NBC MAJOR LGE PRE GM-FRI(S)																																		
2	FRI.	8.00P	13	NBC	SC	203	99	A	7.5	17	644	1769	671	182^	789	292^	399^	187^	243^	352^	807	292^	458	346^	276^	314^	89v	LT	84v	53v				
NBC MAJOR LGE BSBL GM-FRI(S)																																		
2	FRI.	8.13P	185	NBC	SE	203	99	A	8.9	18	765	1809	660	230^	695	120^	263^	302^	382	344^	814	228^	374	433	385	273^	109^	29v	191^	155^				
		8.00 - 8.30						A	7.2	16	618	1456	594	147^	691	216^	287^	176^	230^	344^	588	125^	271^	271^	229^	317^	96v	LT	81v	49v				
		8.30 - 9.00						A	8.1	17	696	1751	693	271^	782	231^	304^	291^	333^	346^	749	144^	294^	415	383	318^	122^	55v	98v	59v				
		9.00 - 9.30						A	9.2	19	790	1784	613	243^	642	84v	205^	309^	392	312^	820	210^	349	410	414	271^	117^	29v	205^	160^				
		9.30 - 10.00						A	9.6	19	825	1958	718	255^	718	86^	256^	364	479	333	828	213^	352	411	423	294^	164^	42v	248^	201^				
		10.00 - 10.30						A	9.0	17	773	1926	653	191^	653	68v	272^	287^	412	337^	928	304^	462	497	422	256^	89^	27v	256^	223^				
		10.30 - 11.00						A	9.4	18	807	1896	679	205^	679	74v	273^	294^	400	368	889	321^	451	481	388	239^	93^	21v	235^	208^				
		11.00 - 11.30						A	8.9	18	765	1356	586	193^	622	170^	273^	294^	244^	328^	584	151^	292^	352	255^	232^	56v	14v	94^	94^				
		11.30 - 12.00						A	3.4	8	292	1432	669^	175v	778^	316^	316^	353^	273^	425^	654^	92v	311^	367^	391^	287^	LT	LT	LT	LT				
NBC MONDAY NIGHT MOVIES																																		
MON.		9.00P	120	NBC	FF	32	201	A	16.4	28	1409	1780	766	285	867	274	520	477	408	288	625	244	413	379	311	159	157	68^	131	99				
		9.00 - 9.30				99	99	B	17.6	27	1512																							
		9.30 - 10.00						A	14.8	26	1271	1817	758	281	874	303	537	468	382	286	608	241	399	371	300	156	188	99^	147	118				
		10.00 - 10.30						A	16.0	27	1374	1760	781	291	897	295	545	491	414	288	602	222	378	354	311	167	142	66^	119	86^				
		10.30 - 11.00						A	17.1	30	1469	1769	740	293	842	256	497	467	409	281	637	241	419	391	327	161	158	59^	132	95				
								A	17.9	32	1538	1757	773	272	850	240	493	479	424	297	636	266	438	392	303	147	143	57^	128	96				
NBC NEWS DIGEST-M-F																																		
MON.		8.28P	1	NBC	N	10	149	A	8.9	17	765	2001	790	374	904	340	570	496	376	282	560	218	354	332	244	162	181	87	356	268				
1	TU-F	8.58P	1					B	8.9	17	765																							
2	TU-TH	8.58P	1																															
2	FRI.	8.11P	1																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																																	
NBC NEWS DIGEST-2-M-F																																	
1 MON. 9.56P 1 NBC N 91 161 162 A 9.8 18 842 1764 692 314 773 229 469 462 378 233 566 201 365 347 293 155 164 57^ 261 222																																	
1 W & F 9.58P 1 B 11.4 18 979																																	
2 TU&TH 9.58P 1																																	
NBC NEWS DIGEST-SAT																																	
SAT. 8.58P 1 NBC N 38 157 154 A 10.9 23 936 1810 816 365 906 309 506 435 340 365 406 112^ 196 164 183 180 155 104^ 343 229																																	
SAT. 8.58P 1 B 13.2 23 1134																																	
NBC NEWS DIGEST-2-SAT.																																	
2 SAT. 9.58P 1 NBC N 16 161 A 12.5 24 1074 1983 876 336 920 258 575 508 472 311 529 115^ 371 316 303 158^ 203^203^ 331 331																																	
2 SAT. 9.58P 1 B 12.8 22 1100																																	
NBC NEWS DIGEST-SUN																																	
1 SUN. 9.10P 1 NBC N 38 155 162 A 6.7 13 576 2010 806 351 832 352 615 510 408 167^ 631 217^ 440 396 315 177^ 236 121^ 311 207^																																	
2 SUN. 8.57P 2 B 10.7 16 919																																	
NBC NEWS DIGEST-2-SUN.																																	
1 SUN. 9.58P 1 NBC N 20 169 A 8.5 15 730 2248 609 257^ 657 263^ 540 445 362^117^ 470 122^ 227^306^ 238^164^ 321^180^ 800 582																																	
1 SUN. 9.58P 1 B 12.3 19 1057																																	
NBC NIGHTLY NEWS-SAT.																																	
SAT. 6.30P 30 NBC N 30 174 177 A 7.3 19 627 1619 650 262 708 140^ 294 308 273 387 742 234 434 391 288 262 19^ LT 150^ 132^																																	
SAT. 6.30P 30 B 9.0 19 773																																	
NBC NIGHTLY NEWS-SUN																																	
SUN. 6.30P 30 NBC N 25 170 174 A 5.9 15 507 1641 784 405 863 274 455 420 335 351 627 206^ 337 322 216^270 97^ 56^ 54^ 34^																																	
SUN. 6.30P 30 B 7.6 16 653																																	
NBC NIGHTLY NEWS																																	
188 203 200 A 9.6 21 825 1490 670 227 732 133 286 287 349 388 622 171 302 322 277 260 63^ 39^ 73^ 58^																																	
M-F 6.30P 30 NBC N 99 97 B 11.6 22 996																																	
NBC SUNDAY NIGHT MOVIE																																	
1 SUN. 8.00P 120 NBC FF 36 199 202 A 9.6 18 825 2145 723 272 779 283 547 479 376 193 596 219 406 393 266 154^ 281 129^ 489 366																																	
2 SUN. 9.00P 150 B 17.3 27 1486																																	
8.00 - 8.30 A 7.1 14 610 2274 658 247^ 705 307^ 580 452 291^125^ 530 248^ 371^382^ 134^148^ 346^182^ 693 425^																																	
8.30 - 9.00 A 7.5 14 644 2287 595 196^ 632 293^ 536 407^ 256^ 96^ 512 246^ 329^370^ 124^142^ 389^151^ 754 528																																	
9.00 - 9.30 A 9.8 18 842 2276 740 282 783 305 573 501 373 171 630 244 421 407 279 168 335 151^ 528 402																																	
9.30 - 10.00 A 10.4 19 893 2318 715 264 769 285 558 492 366 180 609 204 398 376 292 169 333 156 607 449																																	
10.00 - 10.30 A 10.6 19 911 2045 820 333 863 296 577 522 426 237^ 638 215^ 454 387 321 149^ 158^ 64^ 386 316																																	
10.30 - 11.00 A 10.6 19 911 1915 726 272^ 800 262^ 515 442 398 241^ 638 228^ 456 413 314 142^ 148^ 64^ 329 268^																																	
11.00 - 11.30 A 10.4 21 893 1708 755 281^ 842 222^ 470 483 461 287^ 530 168^ 366 397 277^133^ 217^113^ 119^ 119^																																	
NEWHART																																	
2 MON. 9.30P 30 CBS CS 32 205 A 16.4 28 1409 1884 819 461 873 287 560 520 416 264 667 311 465 424 292 147^ 190 117^ 154^ 128^																																	
2 MON. 9.30P 30 B 18.6 28 1598																																	
NEWSBREAK-M-F																																	
1 MON. 9.57P 2 CBS N 193 172 165 A 8.5 15 730 1723 774 322 877 236 427 417 384 384 550 161 280 256 270 233 131 78^ 165 127																																	
1 TUE. 9.56P 1 B 12.5 20 1074																																	
1 WED. 9.58P 1																																	
1 THU. 9.59P 1																																	
1 FRI. 9.57P 1																																	
2 M-W 9.58P 1																																	
2 THU. 9.57P 2																																	
2 FRI. 10.03P 1																																	
NEWSBREAK-SAT.																																	
1 SAT. 10.05P 1 CBS N 39 171 197 A 9.7 19 833 1715 669 273 707 125^ 292 333 340 343 659 94^ 293 343 419 295 144^ 21^ 205 137^																																	
2 SAT. 9.58P 1 B 9.1 16 782																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1986 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
															AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2																											
EVENING CONT'D																																			
NEWSBREAK-SUN.																																			
1	SUN.	10.00P	1	CBS	N		39	171	169				A	8.9	16	765	1826	801	299	884	235	380	389	404	424	628	159^	289	276	318	304	115^	59^	199	147^
2	SUN.	9.56P	1					80	80				B	14.7	23	1263																			
NIGHT COURT																																			
	THU.	9.30P	30	NBC	CS		32	200	199				A	15.1	27	1297	1805	771	355	878	385	632	505	357	212	538	233	383	367	229	117	151	56^	238	207
								99	97				B	20.6	32	1770																			
1986																																			
	TUE.	10.00P	60	NBC	DN		3	195	192				A	10.2	19	876	1703	691	216	732	221	412	407	353	255	671	238	422	458	339	171	127^	84^	173	156
		10.00 - 10.30						99	99				B	10.9	20	936																			
		10.30 - 11.00											A	10.8	20	928	1694	661	203	707	222	400	383	334	256	691	242	440	478	356	176	122^	73^	174	154
													A	9.5	18	816	1716	727	228	761	221	427	436	371	257	650	236	401	434	320	167	134^	97^	171	157^
PUNKY BREWSTER																																			
2	SUN.	7.30P	30	NBC	CS		5	186					A	7.6	16	653	1221	438	268^	438	194^	281^	250^	144^	100^	180^	63^	180^	117^	117^	LT	291^	190^	312^	233^
								95					B	6.9	15	593																			
REMINGTON STEELE																																			
	SAT.	10.00P	60	NBC	PD		19	202	198				A	13.8	27	1185	1995	892	461	976	297	630	590	497	280	581	122	350	373	347	194	237	174	201	193
		10.00 - 10.30						97	94				B	13.6	26	1168																			
		10.30 - 11.00											A	13.6	27	1168	1952	875	430	952	285	609	572	482	279	574	117	346	367	348	193	200	161	226	210
													A	14.0	28	1203	2025	902	486	994	310	650	606	506	279	585	128	354	375	340	194	272	185	174	174
RIPLEY'S BELIEVE IT-NOT																																			
2	THU.	8.00P	60	ABC	U		18	191					A	6.7	13	576	1568	446^	139^	563	180^	265^	229^	259^	237^	587	91^	284^	296^	405^	237^	157^	109^	261^	261^
		8.00 - 8.30						97					B	6.8	11	584																			
		8.30 - 9.00											A	6.2	12	533	1523	413^	145^	529	150^	238^	230^	278^	235^	597	89^	290^	317^	426^	228^	117^	84^	280^	280^
													A	7.1	13	610	1608	477	133^	595	209^	286^	228^	241^	240^	577	90^	276^	277^	386^	246^	192^	131^	244^	244^
ST. ELSEWHERE																																			
	WED.	10.00P	60	NBC	GD		31	206	208				A	11.3	21	971	1550	703	300	828	310	493	436	287	308	408	133^	251	259	214	96^	166	93^	148	122^
		10.00 - 10.30						98	99				B	13.5	23	1160																			
		10.30 - 11.00											A	11.5	21	988	1522	679	299	803	315	482	411	272	292	418	146	264	269	211	102^	172	92^	129^	118^
													A	11.1	21	953	1572	721	299	846	303	498	457	299	323	399	122^	237	247	212	93^	161	95^	166	125^
SCARECROW & MRS. KING																																			
	MON.	8.00P	60	CBS	GD		33	205	207				A	12.9	24	1108	1983	799	382	904	234	495	484	432	353	595	234	370	305	259	181	132	110^	352	176
		8.00 - 8.30						99	99				B	16.0	25	1374																			
		8.30 - 9.00											A	11.8	23	1014	2042	806	393	947	277	539	501	425	359	622	253	392	311	263	177	126^	105^	347	163
													A	14.1	26	1211	1913	788	370	863	197	458	463	435	348	561	213	345	299	256	180	134	111^	355	187
SILVER SPOONS																																			
	SUN.	7.00P	30	NBC	CS		9	188	186				A	7.0	16	601	1937	718	422	756	262	444	380	285	273	537	188^	395	347	240	122^	242	188^	402	247
								96	95				B	6.5	15	558																			
SIMON & SIMON																																			
	TUE.	8.00P	60	CBS	PD		4	205	206				A	9.0	17	773	1622	707	287	814	167^	363	401	385	366	497	99^	224	263	258	224	169^	49^	142^	97^
		8.00 - 8.30						99	99				B	8.6	16	739																			
		8.30 - 9.00											A	8.7	17	747	1629	692	280	820	176^	367	379	369	375	503	101^	230	267	259	221	171^	44^	135^	97^
													A	9.3	17	799	1603	720	289	802	154^	355	417	396	359	490	99^	218	255	256	226	164^	53^	147^	94^
60 MINUTES																																			
	SUN.	7.00P	60	CBS	DN		40	207	208				A	14.2	31	1220	1803	793	384	857	287	397	431	316	379</										

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
NO. OF STATIONS & PROGRAM COVERAGE										HOUSEHOLD AUDIENCES													
WK # DAY										TOTAL LADY WORK- WOMEN MEN TEENS CHILDREN													
START TIME DUR NET TYPE										PERSONS OF ING HOUSE WOM. TOTAL 18- 34 18- 49 25- 54 35- 64 55+ TOTAL 18- 34 18- 49 25- 54 35- 64 55+ TOTAL FEM. TOTAL 6-11													
PROG. WK 1 WK 2										AVG. AUD. SHARE % % (0,000)													
LATE FRINGE CONT'D																							
ABC NEWS:NIGHTLINE-THU(B) 200										A 5.7 17 490													
1 THU. 12.00M 19 ABC N 98										1612 544 67v													
ABC NEWS:NIGHTLINE MON(B) 202										A 4.0 14 344													
2 MON. 12.02A 31 ABC N 98										811 529^ LT													
ABC WEEKEND REPORT-SAT. 37 144 140										A 2.6 7 223													
SAT. 11.30P 15 ABC N 80 80										B 3.2 8 275													
ABC WEEKEND REPORT-SUN. 38 158 162										A 3.2 14 275													
1 SUN. 11.39P 15 ABC N 87 88										B 3.4 13 292													
2 SUN. 12.15A 14																							
CBS LATE NIGHT I 186 183 183										A 5.4 19 464													
1 MON. 11.30P 66 CBS FF 92 91										B 5.2 18 447													
1 TU & W 11.30P 67																							
1 THU. 11.48P 66																							
1 FRI. 11.30P 69																							
2 M & TH 11.30P 66																							
2 TUE. 11.30P 67																							
2 WED. 11.30P 65																							
2 FRI. 11.30P 70																							
11.30 - 12.00										A 5.7 17 490													
12.00 - 12.30										A 5.3 20 455													
12.30 - 1.00										A 5.1 23 438													
CBS LATE NIGHT II 186 183 183										A 3.6 20 309													
1 MON. 12.36A 50 CBS FF 92 91										B 3.3 18 283													
1 TUE. 12.37A 47																							
1 WED. 12.37A 43																							
1 THU. 12.54A 50																							
1 FRI. 12.39A 51																							
2 MON. 12.36A 47																							
2 TUE. 12.37A 49																							
2 WED. 12.35A 48																							
2 THU. 12.36A 44																							
2 FRI. 12.40A 47																							
12.30 - 1.00										A 3.8 19 326													
1.00 - 1.30										A 3.4 20 292													
1.30 - 2.00										A 4.2 25 361													
CBS NEWS NIGHTWATCH-1 187 58 58										A 1.1 11 94													
1 M-WSU 2.00A 30 CBS N 58 59										B 1.2 13 103													
1 THU. 2.18A 12																							
2 M-THSU 2.00A 30																							
CBS NEWS NIGHTWATCH-2 193 78 78										A 1.4 16 120													
M-THSU 2.30A 30 CBS N 72 72										B 1.4 18 120													
CBS NEWS NIGHTWATCH-3 194 93 93										A 1.2 21 103													
M-THSU 3.00A 180 CBS N 84 84										B 1.2 23 103													
3.00 - 3.30										A 1.6 22 137													
3.30 - 4.00										A 1.4 22 120													
4.00 - 4.30										A 1.2 21 103													
CONT'D																							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1986 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	WOMEN						MEN					TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1986 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION																					
PROGRAM NAME WK # DAY START TIME DUR NET TYPE T/C THIS SEASON NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
										HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
		AVG. AUD. SHARE %		AVG. AUD. (0,000)								18-34		18-49		25-54		35-64		55+		TOTAL FEM.		TOTAL M.		TOTAL 6-11					
WEEKDAY DAYTIME CONT'D																															
CBS EARLY MORNING NEWS 194 140 142										A 1.5 17 129		969 606 163^		613 109v		241^264^		233^349^		356^ 39v		101v170^		186^186^		LT LT		LT LT			
1 M-TH 6.30A 30 CBS N 89 91										B 1.5 15 129																LT LT		LT LT			
2 M-F 6.30A 30																															
CBS MORNING NEWS 1 195 199 201										A 2.8 16 241		1129 694 253^		715 146^		267^379		349 336		382 65v		120^182^		171^188^		LT LT		LT LT			
M-F 7.30A 30 CBS N 99 99										B 3.0 14 258																					
CBS MORNING NEWS 2 195 199 201										A 3.3 14 283		1141 665 92^		693 117^		241 361		350 332		308 64^		113^116^		102^157^		70^ 56v		70^ 31v			
M-F 8.30A 30 CBS N 99 99										B 3.3 14 283																					
DAYS OF OUR LIVES 186 207 209										A 7.8 25 670		1628 761 179		890 319		488 389		324 361		355 168		197 94^		117 127		170 152		213 177			
1 M-TH 1.00P 60 NBC DD 99 99										B 7.3 24 627																					
2 M-F 1.00P 60																															
1.00 - 1.30										A 7.5 24 644		1589 747 181		887 313		485 386		324 360		356 170		197 89^		111 133		159 142		187 155			
1.30 - 2.00										A 8.1 25 696		1655 771 174		891 323		487 389		320 364		354 167		201 104		125 117		175 159		235 196			
FAMILY TIES M-F 128 165 163										A 5.6 22 481		1686 612 196		662 209		401 320		296 238		315 172		219 111^		74^ 96^		330 242		379 316			
1 M-TH 10.00A 30 NBC CS 92 91										B 4.5 18 387																					
2 M-F 10.00A 30																															
GENERAL HOSPITAL 188 206 207										A 8.7 29 747		1477 766 244		874 444		617 520		283 195		192 76^		113 91		54^ 74^		197 172		214 168			
M-F 3.00P 60 ABC DD 99 99										B 9.3 30 799																					
3.00 - 3.30										A 8.6 29 739		1461 770 241		881 450		621 520		281 196		184 76^		105 88^		45^ 74^		189 164		207 162			
3.30 - 4.00										A 8.7 29 747		1497 767 248		873 445		618 523		281 193		201 77^		122 95		61^ 73^		205 180		218 175			
GOOD MORNING, AMERICA-730 190 202 206										A 3.9 22 335		1182 707 242		782 254		358 399		298 317		286 45v		122^135^		158^149^		27v 21v		87^ 75^			
M-F 7.30A 30 ABC N 97 99										B 4.8 23 412																					
GOOD MORNING, AMERICA-830 189 201 204										A 4.7 20 404		1223 746 207		796 213		366 409		349 343		299 89^		135^123^		119^149^		34v 15v		94^ 84^			
M-F 8.30A 30 ABC N 98 99										B 5.2 22 447																					
GUIDING LIGHT 189 206 206										A 6.3 21 541		1375 789 179		918 246		459 441		419 386		247 93^		161 114^		104^ 64^		144 90^		66^ 57^			
M-F 3.00P 60 CBS DD 99 99										B 6.6 21 567																					
3.00 - 3.30										A 6.1 20 524		1384 793 169		922 243		458 442		424 389		254 95^		166 121^		108^ 66^		146 92^		62^ 55^			
3.30 - 4.00										A 6.5 21 558		1337 785 182		906 246		452 436		408 380		230 85^		148 102^		95^ 61^		139 87^		62^ 56^			
LIBERTY DAY 1986(S) 206										A 6.1 18 524		1626 827 300^		917 161^		359^377^		465^452^		501^127v		254^275^		219^192^		111v 20v		97v 82v			
1 FRI. 9.00A 180 CBS N 99																															
9.00 - 9.30										A 4.6 16 395		1653 863 278^		964 197^		493^476^		483^425^		491^104v		271^291^		225^200^		33v LT		165v 165v			
9.30 - 10.00										A 4.9 15 421		1487 841 295^		889 175^		365^398^		417^405^		458^ 98v		207^218^		176^220^		51v 38v		89v 89v			
10.00 - 10.30										A 5.5 16 472		1640 842 295^		884 102v		340^436^		538^413^		515^110v		248^282^		243^210^		169^ 97v		72v 72v			
10.30 - 11.00										A 6.1 17 524		1601 830 347^		950 175^		359^380^		527 448^		512 107v		267^298^		248^178^		82v LT		57v 57v			
11.00 - 11.30										A 8.0 22 687		1576 763 251^		863 147^		300^304^		407 469		454 137^		243^272^		199^147^		157^ LT		102^ 63v			
11.30 - 12.00										A 7.9 22 679		1661 798 302^		906 155^		326^313^		427 490		530 166^		264^268^		209^196^		123^ LT		102^ 68v			
LIBERTY WKEND '86-THU(S) 198										A 3.8 13 326		1374 822 315^		981 340^		586^638^		400^288^		169v 53v		53v 90v		37v 79v		150v 95v		74v LT			
1 THU. 12.00N 30 ABC U 96																															
LIBERTY WKEND '86-FRI(S) 206										A 11.2 35 962		1571 724 265^		817 234^		361 432		356 359		557 204^		345 323		229^198^		103^ 70v		94^ 65v			
1 FRI. 9.00A 240 ABC U 99																															
9.00 - 9.30										A 8.7 34 747		1762 848 418		978 326^		552 614		433 330^		662 276^		482 422		287^180^		73v 48v		49v 49v			
9.30 - 10.00										A 10.5 36 902		1621 692 306		819 199^		368 431		378 360		570 230^		376 315		220^194^		169^109^		63v 63v			
10.00 - 10.30										A 11.5 36 988		1598 739 215^		812 227^		358 428		337 357		562 212^		346 315		237^216^		119^ 66v		105^ 81^			
10.30 - 11.00										A 11.1 33 953		1591 771 239^		837 236^		380 464		359 355		538 201^		319 290		199^219^		124^ 72^		92^ 71v			
11.00 - 11.30										A 11.7 34 1005		1564 651 272		793 216^		317 402		364 368		561 161^		350 330		275 194^		104^ 68^		106^ 70^			
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																																
LIBERTY WKEND '86--CONT'D																																
11.30 - 12.00																																
12.00 - 12.30																																
12.30 - 1.00																																
LIFESTYLES-RICH & FAM-M-F										54		168 169																				
1 M-TH 11.00A 30 ABC CC										83 84																						
2 M-F 11.00A 30																																
LOVING										186		181 182																				
1 M-TH 12.30P 30 ABC DD										92 93																						
2 M-F 12.30P 30																																
NBC NEWS AT SUNRISE										190		190 193																				
M-F 6.30A 30 NBC N										97 97																						
NBC NEWS DIGEST-DAYTIME										109		191 192																				
1 M & W 2.57P 1 NBC N										95 95																						
2 M-F 2.57P 1																																
NEW CARD SHARKS										124		167 167																				
1 M-TH 10.30A 30 CBS QP										84 84																						
2 M-F 10.30A 30																																
NEW LOVE AMERICAN STYLE										126		171 170																				

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TOTAL		LADY WORK- PERSONS OF ING		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
WK #	DAY	START TIME	DUR	NET TYPE	PROG. WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL (2+)	HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
WEEKDAY DAYTIME CONT'D																																	
RYAN'S HOPE					186	173	173	A	3.2	11	275	1320	712	239	812	404	582	501	250	216	195	35	68	68	73	127	105	105	208	142			
1 M-W		12.00N	30	ABC DD		90	90	B	3.1	11	266																						
2 M-F		12.00N	30																														
SALE OF THE CENTURY					185	156	159	A	4.8	19	412	1619	734	196	807	285	460	403	287	340	201	44	89	68	69	98	225	149	386	291			
1 M-TH		10.30A	30	NBC QG		81	83	B	4.5	18	387																						
2 M-F		10.30A	30																														
SANTA BARBARA					182	196	196	A	4.7	15	404	1824	779	143	938	433	557	419	326	334	425	201	228	113	151	175	175	126	286	217			
1 M-W		3.00P	60	NBC DD		97	97	B	4.2	13	361																						
2 M-F		3.00P	60																														
3.00 - 3.30								A	4.6	15	395																						
3.30 - 4.00								A	4.8	16	412																						
SCRABBLE					184	197	198	A	5.4	20	464	1453	764	114	820	254	419	375	299	371	225	83	105	83	55	103	173	123	235	184			
1 M-TH		11.30A	30	NBC QG		97	97	B	5.3	21	455																						
2 M-F		11.30A	30																														
SEARCH FOR TOMORROW					185	150	151	A	2.7	9	232	1677	754	159	991	401	574	434	346	392	298	104	134	70	129	129	276	245	112	87			
1 M-TH		12.30P	30	NBC DD		76	77	B	2.9	10	249																						
2 M-F		12.30P	30																														
SUPER PASSWORD					186	149	150	A	3.9	14	335	1266	610	54	712	149	259	221	295	426	185	62	62	51	54	114	157	111	212	194			
1 M-TH		12.00N	30	NBC QG		73	74	B	3.9	14	335																						
2 M-F		12.00N	30																														
TODAY SHOW-7.30AM					190	203	204	A	4.3	25	369	1407	808	287	840	154	474	485	415	347	433	116	208	222	179	190	36	22	98	74			
M-F		7.30A	30	NBC N		99	99	B	5.2	25	447																						
TODAY SHOW-8.30AM					190	203	204	A	5.0	21	430	1377	754	169	787	162	366	361	335	381	438	171	219	174	121	203	59	45	93	66			
M-F		8.30A	30	NBC N		99	99	B	5.5	23	472																						
TODAY SHOW SPECIAL-FRIDAY(S)					203			A	6.2	18	533	1758	699	303	757	125	367	330	430	369	624	225	364	286	294	204	124	50	253	210			
1 FRI.		9.00A	129	NBC N		99																											
9.00 - 9.30								A	5.1	17	438	1957	699	226	747	76	299	272	434	426	712	194	376	334	354	272	103	38	395	364			
9.30 - 10.00								A	6.1	18	524	1861	714	292	763	149	376	345	413	370	699	284	407	337	278	234	79	23	320	273			
10.00 - 10.30								A	6.8	19	584	1680	701	351	773	173	415	365	419	336	611	253	374	266	266	184	108	49	188	137			
10.30 - 11.00								A	6.9	19	593	1642	679	313	745	97	366	327	446	353	529	181	310	240	287	161	188	78	180	139			
11.00 - 11.30								A	6.3	18	541	1525	691	325	726	93	357	322	441	369	533	183	332	235	277	161	141	83	125	102			
\$25,000 PYRAMID					192	184	184	A	4.7	18	404	1270	778	69	800	196	344	366	289	421	205	32	82	85	79	101	121	69	144	97			
1 M-TH		10.00A	30	CBS QP		92	92	B	4.8	20	412																						
2 M-F		10.00A	30																														
WHEEL OF FORTUNE					186	208	210	A	6.7	26	576	1439	782	138	848	251	441	396	332	371	259	116	144	90	58	104	98	59	234	174			
1 M-TH		11.00A	30	NBC QG		98	98	B	7.0	28	601																						
2 M-F		11.00A	30																														
WIMBLEDON-MEN'S QTR-FNL(S)					204			A	3.5	12	301	1143	515	37	608	212	282	283	199	296	322	80	106	74	70	189	196	137	17	LT			
1 THU.		2.00P	180	NBC SE		99																											
2.00 - 2.30								A	4.7	15	404	1327	683	94	750	302	353	396	180	354	411	250	250	95	27	161	166	166	LT	LT			
2.30 - 3.00								A	3.7	13	318	1233	490	50	688	262	286	250	146	373	311	138	138	LT	LT	173	234	173	LT	LT			
3.00 - 3.30								A	3.3	12	283	929	325	LT	519	257	257	172	149	237	201	LT	LT	LT	LT	201	209	138	LT	LT			
3.30 - 4.00								A	2.8	10	241	1054	386	LT	461	141	219	249	220	212	295	LT	50	50	50	245	261	112	37	LT			
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME WK # DAY START TIME DUR NET TYPE										AUDIENCE COMPOSITION													
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
										TEENS (12-17) CHILDREN (2-11)													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)										AUDIENCE COMPOSITION																		
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11
WEEKEND DAYTIME CONT'D																												
AMERICAN BANDSTAND-CONT'D																												
12.30 - 1.00																												
1.00 - 1.30																												
ANHEUSER BUSCH GOLF-SAT.(S)																												
2 SAT. 4.54P 66 NBC SE																												
4.30 - 5.00																												
5.00 - 5.30																												
5.30 - 6.00																												
ANHEUSER BUSCH GOLF-SUN.(S)																												
2 SUN. 2.30P 112 NBC SE																												
2.30 - 3.00																												
3.00 - 3.30																												
3.30 - 4.00																												
4.00 - 4.30																												
ASTRO MINUTE-11.26AM																												
SAT. 11.26A 3 CBS CN																												
BERENSTAIN BEARS																												
SAT. 8.30A 30 CBS CA																												
BUGS BUNNY/LOONEY TUNES-1																												
SAT. 9.00A 30 ABC CA																												
BUGS BUNNY/LOONEY TUNES-2																												
SAT. 9.30A 30 ABC CA																												
CBS SPORTS SUNDAY SP. ED.(S)																												
1 SUN. 3.00P 60 CBS SE																												
3.00 - 3.30																												
3.30 - 4.00																												
CBS SPORTS SUN SPEC.ED.(S)																												
2 SUN. 3.00P 60 CBS SE																												
3.00 - 3.30																												
3.30 - 4.00																												
CBS SPORTS SUNDAY																												
2 SUN. 4.00P 120 CBS SA																												
4.00 - 4.30																												
4.30 - 5.00																												
5.00 - 5.30																												
5.30 - 6.00																												
CHARLIE BROWN&SNOOPY SHOW																												
SAT. 12.30P 30 CBS CA																												
DROIDS: ADVENTURES																												
SAT. 11.00A 30 ABC CA																												
DUNGEONS AND DRAGONS																												
SAT. 11.30A 30 CBS CA																												

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		TOTAL LADY WORK- PERSONS OF ING (2+) HOUSE WOM.		WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)											
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. % (0,000)	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11								
WEEKEND DAYTIME CONT'D																																
NBC MAJOR LEAGUE B-CONT'D																																
1	SAT.	2.18P	181	NBC	SE	98	99	B	6.7	22	576																					
2	SAT.	1.47P	198					A	5.8	19	498	1044	260	53	299	75	127	108	146	116	580	204	348	335	246	199	85	LT	80	80		
		1.30 - 2.00						A	6.4	21	550	1000	294	120	297	60	100	98	135	164	614	194	334	304	260	234	30	LT	59	59		
		2.00 - 2.30						A	6.8	22	584	1363	421	201	429	86	147	180	215	221	746	217	426	381	310	281	44	24	144	144		
		2.30 - 3.00						A	7.4	24	636	1384	424	190	433	109	151	206	200	219	753	150	403	399	401	293	46	13	152	152		
		3.00 - 3.30						A	7.5	24	644	1508	521	217	553	184	241	285	233	238	769	142	368	385	404	330	43	10	143	143		
		3.30 - 4.00						A	7.9	25	679	1439	449	155	480	87	184	224	258	226	743	117	335	367	375	324	37	11	179	179		
		4.00 - 4.30						A	7.8	25	670	1354	453	132	478	88	191	208	244	244	710	142	349	369	349	287	28	10	138	138		
		4.30 - 5.00						A	7.4	24	636	1371	440	77	471	78	218	218	170	253	671	157	334	177	240	337	46	46	183	116		
ONE TO GROW ON-8:28AM																																
	SAT.	8.28A	2	NBC	CN	40	193	198	A	2.3	18	198	1111	248	LT	248	82	116	116	85	132	253	40	101	97	97	116	171	30	439	126	
								B	4.1	24	352																					
ONE TO GROW ON-8:58AM																																
	SAT.	8.58A	2	NBC	CN	40	190	195	A	3.4	21	292	1209	144	79	222	37	117	117	142	105	278	162	220	220	58	58	106	65	603	380	
								B	5.1	24	438																					
ONE TO GROW ON-10:28AM																																
	2 SAT.	10.28A	2	NBC	CN	39	203	498	A	5.8	23	498	1637	79	79	79	LT	79	79	79	79	LT	282	229	282	125	53	LT	59	59	1217	615
								B	7.6	27	653																					
ONE TO GROW ON-11:28AM																																
	2 SAT.	11.28A	2	NBC	CN	39	198	584	A	6.3	24	541	1580	285	85	327	109	109	139	85	133	186	53	96	85	43	90	257	160	810	507	
								B	6.8	23	584																					
ONE TO GROW ON-11:58AM																																
						39	166	A	4.3	16	369	1306	244	33	287	149	149	33	33	105	166	17	92	75	75	74	133	LT	720	445		
2 SAT. 11.58A 2 NBC CN 87																																
PINK PANTHER AND SONS 18 202 202																																
SAT. 8.00A 30 ABC CA 97 97																																
POLE POSITION 22 176 176																																
SAT. 12.00N 30 CBS CA 87 87																																
RICHIE RICH 26 197 196																																
SAT. 11.00A 30 CBS CA 97 97																																
ROCK N WRESTLING 37 205 206																																
SAT. 10.00A 60 CBS CA 99 99																																
10.00 - 10.30																																
10.30 - 11.00																																
SMURFS I 39 203																																
2 SAT. 9.00A 30 NBC CA 99																																
SMURFS II 39 203																																
2 SAT. 9.30A 30 NBC CA 99																																
SMURFS III 39 203																																
2 SAT. 10.00A 30 NBC CA 99																																
SNORKS 40 194 198																																
SAT. 8.00A 30 NBC CA 98 98																																
SPIDERMAN AND FRIENDS 34 127																																
2 SAT. 12.30P 30 NBC CA 75																																
SPORTSWORLD 15 173																																
CONT'D																																

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST JULY 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																	
WK # DAY		START TIME DUR		T/C THIS SEASON PROG. NET TYPE		NO. OF STATIONS & PROGRAM COVERAGE WK 1 WK 2		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
										TOTAL PERSONS OF (2+)		LADY WORK- ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

PROGRAM NAME				NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)		
								MEN					WOMEN										
WK # DAY				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
WK # DAY				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
WEEKEND DAYTIME CONT'D				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
WIMBLEDON TENNIS CHMP-SUN(S)				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
1 SUN.				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
9.00 - 9.30				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
9.30 - 10.00				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
10.00 - 10.30				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
10.30 - 11.00				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
11.00 - 11.30				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
11.30 - 12.00				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
12.00 - 12.30				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
12.30 - 1.00				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
1.00 - 1.30				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
1.30 - 2.00				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
2.00 - 2.30				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
2.30 - 3.00				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
WUZZLES SAT.				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
8.00A 30 CBS CA				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	
				START TIME DUR		T/C THIS SEASON		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS OF (2+)		18-34		18-49		25-54		35-64		55+	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. JUNE 30, 1986

W
E
E
K
1TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %W
E
E
K
2TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	49.4	50.4	50.6	51.4	52.4	54.1	54.5	56.6	58.2	58.9	60.3	60.1	59.3	58.6	57.1	55.3
WK. 2	47.9	49.0	48.6	50.1	50.7	51.4	52.4	54.1	56.1	58.7	58.6	57.5	56.5	56.8	55.5	54.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE. MON. JULY 7, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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19,760
23.0ABC MONDAY NIGHT BASEBALL
NEW YORK METS VS ST. LOUIS
SAN DIEGO VS HOUSTON
MULTI-SEGMENT TELECAST(SD)(-OP)8,250
9.6
17
8.38.3*
16*
8.38.7
9.08.9*
17*
9.910.1*
18*
10.310.5
9.910.2*
17*
10.110.0*
17*
10.010.2
10.210.2*
17*
7.915,810
18.4SCARECROW & MRS. KING
(R)(SD)18,470
21.5ELLIS ISLAND PART 2
(R)(SD)11,340
13.2
24
11.612.1*
23*
12.613.8
14.714.3*
26*
14.711,420
13.3
23
13.013.0*
22*
12.913.4
13.513.6*
22*
13.613.6
13.613.2
13.213.2*
23*
13.314,350
16.7VALERIE
(R)(SD)13,570
15.8AMAZING
STORIES
(R)24,310
28.3NBC MONDAY NIGHT MOVIES
REARVIEW MIRROR(R)
(SD)12,110
14.1
26
13.514.7
14.713.0
13.211,250
13.1
24
13.015,290
17.8
30
14.615.1*
26*
15.617.2*
29*
17.318.5
18.519.0*
32*
19.520.3
20.319.9*
35*
19.418,210
21.2ABC MONDAY NIGHT BASEBALL
OAKLAND VS BOSTON
NEW YORK YANKEES VS TEXAS
MULTI-SEGMENT TELECAST(SD)(-OP)7,470
8.7
16
8.07.7*
15*
7.47.6
7.47.5*
14*
7.48.3
8.68.9
9.39.1*
16*
9.39.6*
16*
9.89.5
9.59.4*
16*
9.315,380
17.9SCARECROW & MRS. KING
(R)(SUS-SD)16,750
19.5KATE & ALLIE
(R)16,580
19.3NEWHART
(R)(SD)15,720
18.3CAGNEY & LACEY
(R)10,820
12.6
24
11.111.4*
22*
11.713.7
14.013.9*
26*
14.013,920
16.2
28
15.117.3
17.314,090
16.4
28
16.216.5
16.511,680
13.6
24
13.413.5*
24*
13.713.6
13.613.6*
25*
13.613,140
15.3VALERIE
(R)(SD)12,280
14.3AMAZING
STORIES
(R)20,100
23.4NBC MONDAY NIGHT MOVIES
THE EXECUTION(R)11,340
13.2
26
12.813.5
13.511.7
12.810,480
12.2
23
12.812,890
15.0
26
14.114.4*
25*
14.714.7*
25*
15.214.2
14.215.1*
27*
14.915.3
15.315.8*
29*
15.8

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. JULY 1, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,240 18.9		15,980 18.6		16,660 19.4				15,550 18.1			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					14,090 16.4		14,170 16.5		12,630 14.7				11,850 13.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 15.5	17.2	30 16.5	16.6	26 14.6	14.6*	26 14.5	14.7	26 15.1	25 13.5	24 14.0	26 14.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,710 11.3				15,120 17.6							
	CBS TV					SIMON & SIMON (R)(SD)				ELLIS ISLAND PART 3 (R)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)					6,870 8.0	8.0*		8.1*	9,450 11.0	9.3*		10.1*		12.3*		12.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					15 8.1	15 7.9	7.8	15 8.3	20 9.2	16 9.5	9.9	17 10.3	22 12.0	22 12.6	24 12.4	23 12.2
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,080 12.9				13,740 16.0				13,570 15.8			
	NBC TV					A TEAM (R)(SD)				HUNTER (R)				1986			
	AVERAGE AUDIENCE (Households (000) & %)					7,900 9.2	8.8*		9.5*	10,310 12.0	11.5*		12.6*	9,020 10.5	11.2*		9.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 8.6	17 8.9	9.4	17 9.7	21 11.4	20 11.6	12.5	22 12.6	19 11.5	20 10.9	20 10.4	19 9.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,410 19.1		16,240 18.9		16,150 18.8				16,150 18.8			
	ABC TV					WHO'S THE BOSS? (R)		GROWING PAINS (R)		MOONLIGHTING (R)(SD)				SPENSER: FOR HIRE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					14,430 16.8		14,520 16.9		12,030 14.0				11,680 13.6			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 16.2	17.4	32 16.5	17.2	26 14.1	26 14.0	26 14.1	25 13.9	26 13.2	25 13.4	25 13.9	27 14.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,510 13.4				12,890 15.0				15,890 18.5			
	CBS TV					SIMON & SIMON (R)(SD)				MAGNUM, P.I. (R)(SD)				EQUALIZER (R)			
	AVERAGE AUDIENCE (Households (000) & %)					8,500 9.9	9.4*		10.4*	9,710 11.3	10.9*		11.7*	11,510 13.4	13.2*		13.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					19 9.2	19 9.6	10.3	20 10.4	21 10.9	20 10.8	11.4	21 12.0	25 13.0	25 13.3	25 13.6	26 13.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,820 12.6				12,540 14.6				13,490 15.7			
	NBC TV					A TEAM (R)(SD)				HUNTER (R)(SD)				1986			
	AVERAGE AUDIENCE (Households (000) & %)					7,470 8.7	8.1*		9.3*	9,280 10.8	10.0*		11.7*	8,420 9.8	10.4*		9.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					17 8.2	16 8.1	9.1	18 9.5	20 9.4	19 10.5	11.5	21 11.9	19 10.4	19 10.5	18 9.5	18 8.6
TV HOUSEHOLDS USING TV WK. 1		48.5	50.0	50.1	51.5	51.8	53.2	54.1	55.1	56.5	57.3	57.5	58.6	56.9	56.7	54.9	52.0
(See Def. 1) WK. 2		50.1	50.7	50.2	50.6	49.1	50.2	51.7	53.1	53.1	54.5	55.6	55.8	53.8	53.6	52.2	50.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.TUE. JULY 8, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. JULY 2, 1986

W
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1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					12,970 15.1				12,200 14.2				14,770 17.2			
ABC TV					LIBERTY WEEKEND '86-WED. (SD)				HARDCASTLE & MCCORMICK (R)(SD)				HOTEL (R)			
AVERAGE AUDIENCE (Households (000) & %)					8,590 10.0	10.3*		9.7*	10.4	10.2*		10.7*	12.5	11.9*		13.1*
SHARE OF AUDIENCE %					20	21 *		19 *	20	20 *		20 *	24	23 *		25 *
AVG. AUD. BY ¼ HR. %					11.0	9.7	9.6	9.8	9.9	10.5	10.7	10.6	11.5	12.2	12.7	13.6
TOTAL AUDIENCE (Households (000) & %)					7,900 9.2		7,300 8.5		10,480 12.2				11,420 13.3			
CBS TV					FOLEY SQUARE (R)(SUS-SD)		CHARLIE & COMPANY (R)		AIRWOLF (R)(SD)				WEST 57TH			
AVERAGE AUDIENCE (Households (000) & %)					6,100 7.1		6,180 7.2		7,300 8.5	7.9*		9.2*	7,560 8.8	8.9*		8.8*
SHARE OF AUDIENCE %					14		14		16	15 *		17 *	17	17 *		17 *
AVG. AUD. BY ¼ HR. %					6.9	7.2	7.0	7.4	7.6	8.1	9.1	9.2	9.2	8.6	9.0	8.6
TOTAL AUDIENCE (Households (000) & %)					16,320 19.0				13,060 15.2		13,920 16.2		12,710 14.8			
NBC TV					HIGHWAY TO HEAVEN (R)(SD)				GIMME A BREAK (R)		YOU AGAIN ? (R)(SD)		ST. ELSEWHERE (R)			
AVERAGE AUDIENCE (Households (000) & %)					12,200 14.2	13.4*		14.9*	11,510 13.4		11,510 13.4		8,850 10.3	10.4*		10.2*
SHARE OF AUDIENCE %					28	27 *		29 *	26		25		20	20 *		20 *
AVG. AUD. BY ¼ HR. %					12.9	13.8	14.9	15.0	13.0	13.8	13.1	13.7	10.5	10.2	10.2	10.3

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TOTAL AUDIENCE (Households (000) & %)					15,290 17.8				13,490 15.7				13,830 16.1			
ABC TV					MACGYVER (R)(SD)				HARDCASTLE & MCCORMICK (R)(SD)				HOTEL (R)			
AVERAGE AUDIENCE (Households (000) & %)					11,600 13.5	13.0*		14.0*	9,450 11.0	10.9*		11.1*	10,310 12.0	11.4*		12.5*
SHARE OF AUDIENCE %					27	27 *		27 *	20	21 *		20 *	22	21 *		24 *
AVG. AUD. BY ¼ HR. %					12.6	13.4	14.1	13.9	11.1	10.7	11.0	11.2	10.8	12.0	12.4	12.7
TOTAL AUDIENCE (Households (000) & %)					6,100 7.1				8,500 9.9				13,230 15.4			
CBS TV					BURGER YEARS: CBS NEWS SP. (SUS-SD)				AIRWOLF (R)(SD)				WEST 57TH			
AVERAGE AUDIENCE (Households (000) & %)					4,040 4.7	5.1*		4.2*	6,100 7.1	6.4*		7.8*	8,760 10.2	10.3*		10.0*
SHARE OF AUDIENCE %					9	10 *		8 *	13	12 *		14 *	19	19 *		19 *
AVG. AUD. BY ¼ HR. %					5.7	4.6	4.2	4.3	6.1	6.6	7.6	7.9	10.1	10.5	9.8	10.2
TOTAL AUDIENCE (Households (000) & %)					15,120 17.6				14,600 17.0		14,350 16.7		14,430 16.8			
NBC TV					HIGHWAY TO HEAVEN (R)(SD)				GIMME A BREAK (R)		YOU AGAIN ? (R)		ST. ELSEWHERE (R)			
AVERAGE AUDIENCE (Households (000) & %)					11,420 13.3	12.6*		13.9*	12,800 14.9		12,630 14.7		10,570 12.3	12.6*		12.0*
SHARE OF AUDIENCE %					27	26 *		27 *	28		26		23	23 *		23 *
AVG. AUD. BY ¼ HR. %					11.9	13.3	13.8	14.0	14.3	15.6	14.7	14.7	12.6	12.5	11.8	12.1

TV HOUSEHOLDS USING TV WK. 1	47.5	48.4	47.9	48.5	49.2	50.0	50.5	52.0	51.5	52.5	53.7	53.7	52.9	52.1	51.8	51.4
(See Def. 1) WK. 2	46.5	47.6	48.3	48.7	48.3	49.3	50.5	51.8	52.4	53.6	54.9	56.0	55.3	55.3	53.3	51.7

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.WED. JULY 9, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. JULY 3, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)	31,530 36.7														
	ABC TV	LIBERTY WEEKEND '86-THU. (8:00-11:17PM) (SD)(-SD)														
	AVERAGE AUDIENCE (Households (000) & %)	17,090 19.9	14.9*		18.2*		20.1*		20.7*		21.9*		21.9*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	37 14.5	29*	15.3	34*	17.7	37*	20.1	37*	20.7	39*	21.6	40*	22.1		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	8,160 9.5	CRAZY LIKE A FOX (R)(SD)					16,750 19.5	CELEBRATION OF LIBERTY (9:00-11:17PM) (SD)(-SD)							
	CBS TV	5,760 6.7	6.4*		7.0*		6.7*		7.8*		7.2*		7.2*			
	AVERAGE AUDIENCE (Households (000) & %)	13 6.4	12*	6.5	13*	6.9	12*	6.5	14*	8.0	13*	7.0	13*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.4	6.5	6.9	7.0	6.9	6.5	7.6	8.0	7.5	7.0	7.0	7.4			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	18,640 21.7	BILL COSBY SHOW (R)		16,240 18.9	FAMILY TIES (R)(SD)		13,660 15.9	CHEERS (R)		13,660 15.9	NIGHT COURT (R)		14,600 17.0	STATUE-LIBERTY DEDICATION (10:00-11:13PM) (-SD)	
	NBC TV	15,980 18.6			13,830 16.1			11,850 13.8			11,680 13.6			7,900 9.2	9.9*	8.4*
	AVERAGE AUDIENCE (Households (000) & %)	36 17.8			30 16.4			25 13.3			24 13.8			17 10.4	18*	15*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	17.8	19.5	16.4	15.8	13.3	14.2	13.8	13.4	10.4	9.4	8.4	8.5			
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	9,280 10.8	RIPLEY'S BELIEVE IT-NOT (R)					7,470 8.7	DYNASTY II: COLBYS (R)(SD)					20/20		
	ABC TV	5,760 6.7	6.2*		7.1*		4,120 4.8	4.5*		5.2*		9,360 10.9	11.1*	10.7*		
	AVERAGE AUDIENCE (Households (000) & %)	13 6.3	12*	7.1	13*	7.1	9 4.7	8*	4.4	9*	5.5	20 10.7	20*	20*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	6.3	6.2	7.1	7.1	4.7	4.4	4.8	5.5	10.7	11.5	11.4	10.0			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	9,360 10.9	CRAZY LIKE A FOX (R)(SD)					21,050 24.5	GRAND OLE OPRY'S 60TH ANN (R)(SD)							
	CBS TV	7,130 8.3	7.6*		9.0*		12,890 15.0	13.4*		15.3*		16.2*		15.2*		
	AVERAGE AUDIENCE (Households (000) & %)	16 7.6	15*	8.5	17*	9.4	27 12.5	24*	15.2	27*	15.3	29*	16.2*	28*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	7.6	7.5	8.5	9.4	12.5	14.2	15.2	15.3	16.6	15.7	15.5	14.8			
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	22,680 26.4	BILL COSBY SHOW (R)		21,390 24.9	FAMILY TIES (R)(SD)		18,210 21.2	CHEERS (R)		16,750 19.5	NIGHT COURT (R)(SD)		14,170 16.5	HILL STREET BLUES (R)	
	NBC TV	19,670 22.9			18,640 21.7			15,630 18.2			14,260 16.6			9,530 11.1	11.4*	10.7*
	AVERAGE AUDIENCE (Households (000) & %)	44 21.6			41 21.6			33 17.8			29 18.5			20 16.7	20*	20*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	21.6	24.2	21.6	21.7	17.8	18.5	16.7	16.5	11.6	11.3	10.7	10.8			

TV HOUSEHOLDS USING TV WK. 1	46.1	46.2	47.3	48.4	51.1	52.6	52.7	53.0	54.0	55.4	55.9	56.1	55.4	55.9	54.9	54.4
(See Def. 1) WK. 2	46.6	47.0	47.9	48.8	50.8	52.9	52.7	53.9	54.7	56.2	56.3	57.2	56.8	56.5	55.2	52.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.THU. JULY 10, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. JULY 4, 1986

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TIME																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					28,430 33.1											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					15,810 18.4	15.2*		16.0*		18.4*		20.4*		23.0*		17.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					42 14.8	37*	15.4	38*	16.5	42*	18.5	45*	21.4	49*	22.8	38*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,190 10.7				9,020 10.5							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					5,500 6.4	6.4*		6.3*	4,810 5.6	5.2*		5.3*		5.6*		6.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					15 6.6	16*	6.5	15*	12 5.1	12*	5.3	12*	5.3	12*	5.7	14*
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					9,190 10.7				11,770 13.7				12,280 14.3			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,610 7.7	6.9*		8.5*	8,590 10.0	9.8*		10.2*	8,070 9.4	8.6*		10.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 6.7	17*	8.2	20*	22 9.3	22*	10.2	22*	20 8.7	18*	9.5	22*
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					13,060 15.2		12,890 15.0		12,110 14.1		10,650 12.4		12,800 14.9			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					10,740 12.5		11,680 13.6		10,050 11.7		8,760 10.2		8,930 10.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 11.9	13.2	28 13.3	13.9	23 11.8	23 11.6	20 10.5	27*	20 9.6	18*	10.1	21*
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					11,340 13.2				18,810 21.9							
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,820 9.1	8.9*		9.2*	12,280 14.3	11.3*		13.6*		16.0*		16.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 9.0	19*	9.0	19*	28 11.0	23 11.5	12.9	27*	15.9	30*	16.1	31*
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					18,300 21.3											
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,650 8.9	7.2*		8.1*		9.2*		9.6*		9.0*		9.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					18 6.8	16*	8.0	17*	19*	19*	9.3	19*	9.4	17*	9.3	18*
TV HOUSEHOLDS USING TV WK. 1		37.8	38.3	38.2	38.6	40.2	41.1	41.8	43.3	43.7	44.7	44.7	46.2	47.0	47.2	45.4	45.3
(See Def. 1) WK. 2		44.9	45.8	45.8	46.6	46.2	46.9	48.1	49.2	49.7	49.8	50.4	51.4	53.2	52.8	52.7	52.9

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.FRI. JULY 11, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

Nielsen NATIONAL TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					12,370 14.4								10,140 11.8				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					6,360 7.4	7.5*		7.5*		6.7*		7.7*	7,470 8.7	8.5*		8.8*	
	SHARE OF AUDIENCE %					16	18 *		17 *		14 *		15 *	18	17 *		18 *	
	AVG. AUD. BY ¼ HR.					7.7	7.2	7.7	7.2	6.9	6.4	7.4	8.1	8.9	8.2	8.4	9.2	
	TOTAL AUDIENCE (Households (000) & %)					14,350 16.7												
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					6,180 7.2	6.4*		6.0*		6.6*		7.3*		8.2*		8.9*	
	SHARE OF AUDIENCE %					15	15 *		13 *		14 *		15 *		16 *		18 *	
	AVG. AUD. BY ¼ HR.					6.8	6.0	6.0	6.0	6.5	6.7	7.2	7.4	8.2	8.2	8.8	8.9	
	TOTAL AUDIENCE (Households (000) & %)					12,030 14.0		13,830 16.1		16,660 19.4		15,200 17.7		15,890 18.5				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,220 11.9		11,850 13.8		14,260 16.6		13,400 15.6		12,030 14.0	13.6*		14.4*	
	SHARE OF AUDIENCE %					28		31		35		31		28	27 *		30 *	
	AVG. AUD. BY ¼ HR.					10.7	13.0	13.1	14.5	15.8	17.4	15.7	15.6	13.4	13.8	14.4	14.4	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					6,530 7.6		6,700 7.8		11,170 13.0								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					5,330 6.2		5,330 6.2		5,580 6.5	5.2*		6.2*		7.0*		7.7*	
	SHARE OF AUDIENCE %					14		13		12	10 *		12 *		13 *		15 *	
	AVG. AUD. BY ¼ HR.					6.0	6.4	6.2	6.3	5.1	5.4	6.4	6.1	6.5	7.4	7.6	7.8	
	TOTAL AUDIENCE (Households (000) & %)					8,160 9.5		17,610 20.5										
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					7,130 8.3		9,450 11.0	7.7*		9.7*		11.1*		12.8*		13.8*	
	SHARE OF AUDIENCE %					19		22	16 *		19 *		21 *		24 *		27 *	
	AVG. AUD. BY ¼ HR.					8.6	8.1	7.3	8.1	9.8	9.7	10.5	11.7	12.5	13.2	13.9	13.7	
	TOTAL AUDIENCE (Households (000) & %)					10,310 12.0		12,710 14.8		17,440 20.3		15,380 17.9		15,200 17.7				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					8,930 10.4		11,080 12.9		15,460 18.0		13,400 15.6		11,600 13.5	13.5*		13.5*	
	SHARE OF AUDIENCE %					24		27		35		30		26	26 *		26 *	
	AVG. AUD. BY ¼ HR.					10.1	10.8	11.9	13.8	17.3	18.7	15.4	15.8	13.6	13.4	13.5	13.5	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	37.5	39.2	39.7	40.7	41.9	42.7	44.6	45.2	47.0	48.2	49.2	50.2	50.1	49.6	48.7	48.6
		WK. 2	40.3	42.6	43.2	43.6	43.7	44.4	45.7	48.5	51.2	52.6	52.3	53.0	51.9	52.6	52.1	51.0

For explanation of symbols, See page A.

EVE.SAT. JULY 12, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 5, 1986

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			2,320 2.7													
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			2,060 2.4													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			7 2.4													
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			11,000 12.8													
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)			5,930 6.9				6.8*		5.7*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			23 8.5		7.9* 23 *		23 *	7.0	6.6	5.7						
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			2,410 2.8													
	ABC TV			ABC WEEKEND REPORT- SAT.													
	AVERAGE AUDIENCE (Households (000) & %)			2,410 2.8													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			7 2.8													
W E E K 5	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			12,890 15.0													
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)			7,220 8.4				7.7*		6.3*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			25 11.1		10.6* 10.2		24 *	8.1	7.4	6.7						

TV HOUSEHOLDS USING TV	WK. 1	44.8	41.6	36.3	33.4	31.2	28.9	25.6	23.6	20.4	18.0	15.3	13.9	12.3	11.1	9.8	9.2
(See Def. 1)	WK. 2	46.9	43.5	39.7	36.8	33.9	31.5	28.0	24.9	21.8	20.1	18.2	16.3	14.4	13.4	12.0	10.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SAT. JULY 12, 1986

EVE.SUN. JULY 6, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

LIBERTY WEEKEND
'86-SUN.
(7:00-11:09PM)

ABC WEEKEND
REPORT-SUN.
(11:39-11:54PM)

3,010
3.5

2,750
3.2

16.4*
34*
16.4

13
3.4
3.1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

4,300
5.0

CBS
SUNDAY
NEWS-
080000

4,210
4.9
10
4.9

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

1,550
1.8

G
MICHAELS
SPORTS
MACHINE

1,290
1.5
5
1.5

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

2,830
3.3

ABC SUNDAY NIGHT
MOVIE
CHAPTER TWO(R)
(9:00-11:31PM)

12.0*
24*
12.0

2,750
3.2
15
3.2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

3,950
4.6

CBS
SUNDAY
NEWS-
080000

3,780
4.4
9
4.4

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR.

1,290
1.5

NBC SUNDAY NIGHT
MOVIE
CELEBRITY PT. 1(R)
(9:00-11:30PM)

10.4*
21*
11.1

1,370
1.6
7
1.6

G.MICHAELS
SPORTS MACHINE
(12:00-12:15AM)
(SUSTAINING 12:15-12:30AM)

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	48.8	42.8	35.8	32.3	28.5	25.4	21.9	19.0	17.4	16.3	14.2	12.8	11.3	9.7	8.9	8.7
(See Def. 1)	WK. 2	51.5	46.8	39.9	34.5	28.0	23.4	20.9	19.3	16.6	14.6	12.5	11.5	10.1	9.3	8.7	8.1	

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

EVE.SUN. JULY 13, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 30-JULY 4, 1986

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,470 5.2				5,330 6.2									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)						(S) (OP)			
	AVERAGE AUDIENCE (Households (000) & %)			3,440 4.0				4,470 5.2									
	SHARE OF AUDIENCE %			23				22									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			3,090 3.6				3,610 4.2						4,640 5.4		4,380 5.1	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						(S) (OP)		\$25,000 PYRAMID (M-TH) (S) (OP)	NEW CARD SHARKS (M-TH) (S) (OP)
	AVERAGE AUDIENCE (Households (000) & %)			2,490 2.9				2,920 3.4						3,780 4.4		3,690 4.3	
	SHARE OF AUDIENCE %			17				14						17		17	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)			4,210 4.9				4,980 5.8						5,930 6.9		4,900 5.7	
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						(S) (OP)		FAMILY TIES M-F (M-TH) (S) (OP)	SALE OF THE CENTURY (M-TH) (S) (OP)
	AVERAGE AUDIENCE (Households (000) & %)			3,350 3.9				4,040 4.7						4,900 5.7		4,300 5.0	
	SHARE OF AUDIENCE %			23				20						22		19	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			4,300 5.0				4,550 5.3									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,350 3.9				3,610 4.2									
	SHARE OF AUDIENCE %			22				18									
WEEK 5	TOTAL AUDIENCE (Households (000) & %)			3,010 3.5				3,350 3.9						5,070 5.9		5,070 5.9	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						(S) (OP)		\$25,000 PYRAMID	NEW CARD SHARKS
	AVERAGE AUDIENCE (Households (000) & %)			2,410 2.8				2,750 3.2						4,120 4.8		4,300 5.0	
	SHARE OF AUDIENCE %			16				14						19		20	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)			5,150 6.0				5,330 6.2						5,670 6.6		4,900 5.7	
	NBC TV			TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)						(S) (OP)		FAMILY TIES M-F	SALE OF THE CENTURY
	AVERAGE AUDIENCE (Households (000) & %)			4,040 4.7				4,470 5.2						4,810 5.6		4,040 4.7	
	SHARE OF AUDIENCE %			27				23						22		18	
TV HOUSEHOLDS USING TV WK. 1		11.4	13.2	14.9	16.5	18.5	20.5	22.0	23.7	25.3	26.6	26.9	27.1	27.3	28.1	27.7	28.0
(See Def. 1) WK. 2		11.7	13.8	15.0	16.3	17.9	19.2	20.5	21.9	23.2	24.2	25.0	25.4	25.1	25.6	25.3	25.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 7-11, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 30-JULY 4, 1986

W
E
E
K
1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	3,090 3.6	2,750 3.2	3,440 4.0	4,470 5.2	9,110 10.6								8,500 9.9			
AVERAGE AUDIENCE (Households (000) & %)	2,580 3.0	2,230 2.6	2,830 3.3	3,780 4.4	6,790 7.9								6,440 7.5			
SHARE OF AUDIENCE %	11	10	11	15	25								25			
AVG. AUD. BY ¼ HR. %	3.0	2.9	2.6	2.6	7.5								7.3			
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	6,360 7.4	7,900 9.2		9,880 11.5												
AVERAGE AUDIENCE (Households (000) & %)	5,580 6.5	6,790 7.9		7,300 8.5									5,670 6.6			
SHARE OF AUDIENCE %	25	30		28									21			
AVG. AUD. BY ¼ HR. %	6.3	6.6		8.4									6.7			
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	6,960 8.1	5,500 6.4	4,040 4.7	2,660 3.1	8,250 9.6								6,530 7.6			
AVERAGE AUDIENCE (Households (000) & %)	5,840 6.8	4,720 5.5	3,520 4.1	2,320 2.7	6,360 7.4								4,900 5.7			
SHARE OF AUDIENCE %	26	21	14	9	23								19			
AVG. AUD. BY ¼ HR. %	6.6	6.9	5.4	4.0	7.0								5.8			

W
E
E
K
2

TOTAL AUDIENCE (Households (000) & %)		{	2,660 3.1		2,500 3.0		3,350 3.9		3,780 4.4		8,160 9.5				7,990 9.3		
ABC TV			LIFESTYLES-RICH & FAM-M-F		NEW LOVE AMERICAN STYLE		RYAN'S HOPE		LOVING		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)		
AVERAGE AUDIENCE (Households (000) & %)		{	2,150		2,150		2,660		3,350		6,180				6,180		
SHARE OF AUDIENCE %		{	2.5		2.5		3.1		3.9		7.2		6.8*		7.2		7.2*
AVG. AUD. BY ¼ HR.		%	10		9		11		13		23		22 *		24 *		24 *
		%	2.5	2.5	2.5	2.5	3.2	3.2	3.8	4.0	6.4	7.1	7.5	7.6	7.1	7.2	7.2
TOTAL AUDIENCE (Households (000) & %)		{	6,960 8.1		8,850 10.3				10,820 12.6				7,990 9.3				5,150 6.0
CBS TV			PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL
AVERAGE AUDIENCE (Households (000) & %)		{	5,930 6.9		7,650 8.9				8,160 9.5	9.4*			6,270 7.3				4,640 5.4
SHARE OF AUDIENCE %		{	27		33				33	33 *			7.3*				7.3*
AVG. AUD. BY ¼ HR.		%	6.6	7.3	8.7	9.2			9.3	9.4		9.5	9.6	7.4	7.2	7.4	5.4
TOTAL AUDIENCE (Households (000) & %)		{	6,790 7.9		5,330 6.2		3,780 4.4		2,750 3.2		8,500 9.9				6,870 8.0		
NBC TV			WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)		
AVERAGE AUDIENCE (Households (000) & %)		{	5,670 6.6		4,550 5.3		3,260 3.8		2,320 2.7		6,960 8.1				5,410 6.3		
SHARE OF AUDIENCE %		{	26		20		13		9		26		7.8*		8.4*		6.2*
AVG. AUD. BY ¼ HR.		%	6.6	6.7	5.2	5.4	3.7	3.8	2.6	2.8	7.5	8.0	8.4	8.4	6.2	6.2	6.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2	28.0 25.9	28.2 26.5	28.1 26.6	28.6 27.2	30.1 28.2	30.9 29.1	30.4 29.0	30.5 29.6	31.0 30.3	31.6 31.5	31.6 31.3	31.9 31.1	31.0 30.2	30.6 30.4	29.4 29.5
																	29.2 29.6

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 7-11, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUNE 30-JULY 4, 1986

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	9,360 10.9																9,960 11.6
	ABC TV		GENERAL HOSPITAL																ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	7,390 8.6																8,500 9.9
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 8.5	29 * 8.8			29 * 8.5												22 9.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,530 7.6						2,410 2.8										9,530 11.1
	CBS TV		GUIDING LIGHT (SD)(SUS-SD)																CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,070 5.9	5.8 *			6.1 *		1,890 2.2										8,070 9.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 5.7	19 * 5.8			20 * 6.1		7 2.2										21 9.3
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	5,150 6.0																9,190 10.7
	NBC TV		SANTA BARBARA (M-W)(S)(OP)																NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	3,950 4.6																7,900 9.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 4.6	15 * 4.5			15 * 4.8												21 9.1
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	9,360 10.9																9,880 11.5
	ABC TV		GENERAL HOSPITAL																ABC WORLD NEWS TONIGHT
	AVERAGE AUDIENCE (Households (000) & %)	{	7,470 8.7																8,330 9.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	29 8.4	28 * 8.7			28 * 8.7												21 9.6
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	7,040 8.2						2,230 2.6										10,140 11.8
	CBS TV		GUIDING LIGHT (SD)(SUS-SD)																CBS EVENING NEWS- RATHER
	AVERAGE AUDIENCE (Households (000) & %)	{	5,670 6.6	6.4 *			6.8 *		1,800 2.1										8,590 10.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 6.3	21 * 6.6			22 * 6.7		7 2.0										22 9.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	5,500 6.4																10,140 11.8
	NBC TV		SANTA BARBARA																NBC NIGHTLY NEWS
	AVERAGE AUDIENCE (Households (000) & %)	{	4,120 4.8	4.7 *			4.9 *												8,590 10.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 4.8	16 * 4.6			16 * 5.0												22 9.9
TV HOUSEHOLDS USING TV		WK. 1	29.5	30.2	30.2	30.4	29.9	31.0	31.8	33.2	34.1	35.5	36.9	38.8	41.3	42.6	43.9	45.0	
(See Def. 1)		WK. 2	29.9	30.9	31.2	31.8	30.9	31.9	32.9	34.2	35.5	37.7	39.1	41.1	43.3	45.1	45.6	46.5	
U.S. TV Households: 85,900,000																			

For explanation of symbols, See page A.

DAY MON.-FRI. JULY 7-11, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES																
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				1,370 1.6		1,720 2.0		5,070 5.9		6,870 8.0		6,530 7.6		5,070 5.9	
	ABC TV				PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS	
	AVERAGE AUDIENCE (Households (000) & %)				1,030 1.2		1,290 1.5		3,690 4.3		5,760 6.7		5,070 5.9		4,040 4.7	
	SHARE OF AUDIENCE %				11		10		23		29		24		18	
	AVG. AUD. BY 1/4 HR. %				1.1	1.3	1.3	1.8	3.3	5.2	6.7	6.8	6.1	5.8	4.5	4.8
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				2,830 3.3		3,010 3.5		6,180 7.2				7,470 8.7			
	CBS TV				WUZZLES (SUS-OP)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)				2,060 2.4		2,490 2.9		4,040 4.7	4.6*		4.9*	4,720 5.5	5.2*		5.8*
	SHARE OF AUDIENCE %				22		19		22	24 *		21 *	21	21 *		22 *
	AVG. AUD. BY 1/4 HR. %				2.1	2.7	2.7	3.0	4.4	4.7	4.9	4.8	5.3	5.0	5.7	5.9
WEEK 1	TOTAL AUDIENCE (Households (000) & %)				1,890 2.2		3,010 3.5		12,710 14.8							
	NBC TV				SNORKS (SD)		GUMMI BEARS (SD)						WIMBLEDON TENNIS CHMP-SAT (9:00-2:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)				1,460 1.7		2,490 2.9		2,920 3.4	2.9*		3.3*		3.8*		3.8*
	SHARE OF AUDIENCE %				16		19		13	15 *		14 *		15 *		15 *
	AVG. AUD. BY 1/4 HR. %				1.5	1.9	2.6	3.2	2.9	3.0		3.2	3.5	3.6	4.1	3.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				1,980 2.3		2,660 3.1		3,870 4.5		5,070 5.9		4,720 5.5		3,520 4.1	
	ABC TV				PINK PANTHER AND SONS (SD)		LITTLES		BUGS BUNNY/ LOONEY TUNES-1		BUGS BUNNY/ LOONEY TUNES-2		LAFF-A-LYMPICS		EWOKS	
	AVERAGE AUDIENCE (Households (000) & %)				1,460 1.7		2,060 2.4		3,180 3.7		3,950 4.6		3,950 4.6		3,010 3.5	
	SHARE OF AUDIENCE %				14		15		19		20		18		14	
	AVG. AUD. BY 1/4 HR. %				1.4	2.0	2.3	2.5	3.2	4.1	4.5	4.8	4.7	4.6	3.3	3.7
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				2,750 3.2		3,350 3.9		5,410 6.3				6,530 7.6			
	CBS TV				WUZZLES (SUS-OP)		BERENSTAIN BEARS (SUS-SD)		MUPPET BABIES & MONSTERS				ROCK N WRESTLING			
	AVERAGE AUDIENCE (Households (000) & %)				2,150 2.5		2,830 3.3		3,870 4.5	4.2*		4.8*	4,380 5.1	4.7*		5.5*
	SHARE OF AUDIENCE %				20		20		21	21 *		20 *	20	19 *		22 *
	AVG. AUD. BY 1/4 HR. %				2.0	2.9	3.1	3.4	4.0	4.4	4.7	5.0	4.6	4.9	5.6	5.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)				2,060 2.4		3,260 3.8		4,380 5.1		5,840 6.8		6,440 7.5		5,150 6.0	
	NBC TV				SNORKS (SD)		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		IT'S PUNKY BREWSTER	
	AVERAGE AUDIENCE (Households (000) & %)				1,720 2.0		2,660 3.1		3,520 4.1		4,380 5.1		5,150 6.0		4,550 5.3	
	SHARE OF AUDIENCE %				16		19		21		22		24		21	
	AVG. AUD. BY 1/4 HR. %				1.9	2.2	2.8	3.3	3.7	4.4	4.8	5.5	6.0	6.0	5.3	5.3
TV HOUSEHOLDS USING TV WK. 1 WK. 2																
(See Def. 1)																
U.S. TV Households: 85,900,000																
5.8 7.0 8.0 9.7 11.3 13.8 16.0 17.5 18.9 21.5 23.4 24.8 25.1 25.7 26.0 26.4																
7.7 8.4 9.0 10.0 12.0 15.0 17.2 18.3 19.4 21.9 23.3 24.9 25.2 25.4 25.5 25.5																

		NIELSEN NATIONAL TV AUDIENCE ESTIMATES																	
		TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	4,120 4.8		4,640 5.4		4,040 4.7		4,720 5.5										
	ABC TV		DROIDS: ADVENTURES	SUPERPOWERS TEAM (SD)	ABC WEEKEND SPECIALS MISS SWITCH TO THE RESCUE, PT.1	AMERICAN BANDSTAND													
	AVERAGE AUDIENCE (Households (000) & %)		3,610 4.2		3,780 4.4		3,260 3.8		2,920 3.4	3.3*		3.6*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		15 4.4	4.1	16 4.2	4.5	14 3.7	3.9	12 3.2	11* 3.4		12* 3.9							
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	5,840 6.8		5,070 5.9		3,870 4.5		4,720 5.5										
	CBS TV		RICHIE RICH (SD)	DUNGEONS AND DRAGONS (SD)	POLE POSITION	CHARLIE BROWN/SNOOPY SHOW (SD)													
	AVERAGE AUDIENCE (Households (000) & %)		4,550 5.3		4,040 4.7		3,260 3.8		4,040 4.7										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		19 5.2	5.5	17 4.6	4.7	14 3.8	3.9	16 4.7	4.8									
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{	WIMBLEDON TENNIS CHMP-SAT (9:00-2:00PM)																
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)			3.4*		3.2*		3.5*		2.8*		3.1*		3.7*	4,210 4.9	6,360 7.4		6.7*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		3.4	12* 3.4	3.2	12* 3.1	3.5	13* 3.4	2.9	10* 2.6	3.0	11* 3.2	3.4	13* 4.1	17 4.8	24 5.9	6.4	22* 6.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	2,750 3.2		2,920 3.4		4,210 4.9		4,470 5.2										
	ABC TV		DROIDS: ADVENTURES	SUPERPOWERS TEAM (SD)	ABC WEEKEND SPECIALS MISS SWITCH TO THE RESCUE, PT.2	AMERICAN BANDSTAND													
	AVERAGE AUDIENCE (Households (000) & %)		2,230 2.6		2,490 2.9		3,350 3.9		2,490 2.9	2.6*		3.1*					4,380 5.1		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		10 2.7	2.4	11 2.8	3.0	14 3.9	4.0	10 2.8	9* 2.5		11* 3.3					1,460 1.7	1.5*	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,930 6.9		4,720 5.5		4,040 4.7		5,150 6.0										
	CBS TV		RICHIE RICH (SD)	DUNGEONS AND DRAGONS (SD)	POLE POSITION	CHARLIE BROWN/SNOOPY SHOW (SD)													
	AVERAGE AUDIENCE (Households (000) & %)		4,810 5.6		3,950 4.6		3,350 3.9		4,380 5.1										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		22 5.6	5.6	17 4.5	4.7	14 3.9	3.9	18 4.8	5.4									
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{	5,840 6.8		4,550 5.3		3,010 3.5		3,010 3.5										
	NBC TV		ALVIN AND THE CHIPMUNKS (SD)	KIDD VIDEO (SD)	MR. T	SPIDERMAN AND FRIENDS													
	AVERAGE AUDIENCE (Households (000) & %)		4,980 5.8		4,040 4.7		2,750 3.2		2,580 3.0				5,330 6.2	14,860 17.3					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.		22 5.5	6.2	18 4.8	4.5	11 3.2	3.1	11 2.9	3.1			5.3 5.2	7.3 5.8	6.6*	6.8*			
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	27.0	28.3	28.2	28.2	28.5	28.8	28.7	28.4	28.2	28.4	28.1	28.4	28.6	29.5	30.1	30.4	
		WK. 2	25.7	27.0	26.3	27.1	28.5	28.9	28.0	28.3	29.1	29.7	30.0	30.4	29.8	30.6	30.5	31.0	
U.S. TV Households: 85,900,000																			
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)																			
(2) NBC MAJOR LEAGUE PRE GAME, NBC, (1:30-1:47PM)																			
		For explanation of symbols, See page A.																	

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 6, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

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1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE NATION

WIMBLEDON TENNIS CHMP-SUN

TV HOUSEHOLDS USING TV	WK. 1	6.7	6.8	7.2	8.7	10.3	12.8	14.5	16.1	18.7	21.4	22.5	24.2	26.2	26.8	26.7	27.4
(See Def. 1)	WK. 2	6.8	7.2	7.7	8.6	10.5	12.7	14.1	16.3	18.2	20.3	20.8	21.6	22.5	23.0	23.9	24.3

U.S. TV Households: 85,900,000

For explanation of symbols, See page A.

DAY SUN. JULY 13, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 6, 1986

TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45

TOTAL AUDIENCE
(Households (000) & %)

5,150
6.0

THIS WEEK-DAVID BRINKLEY →

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,350
3.9
13
3.5

3.6*
13*
3.8

4.1*
14*
4.2

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

7.7 7.2* 5.3 5.2* 5.7 5.6 5.4 5.6* 5.1 4.7* 4.3 4.1* 3.7 4.4 4.2*

WIMBLEDON TENNIS CHMP-SUN

TOTAL AUDIENCE
(Households (000) & %)

4,640
5.4

THIS WEEK-DAVID BRINKLEY →

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,090
3.6
13
3.4

3.5*
13*
3.6

3.7*
13*
3.5

W

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E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,410
2.8
MEET THE PRESS

1,800
2.1
8
1.9

2.2

4,980
5.8

ANHEUSER-BUSCH
GOLF-SUN
(2:30-4:22PM)

2,320
2.7
9
2.3

2.6*
9*
2.8

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

U.S. TV Households: 85,900,000

28.5 29.0 29.1 29.1 28.9 29.6 30.2 30.8 29.9 30.3 31.4 32.6 31.3 30.6 30.6 30.8
25.5 26.5 27.4 27.7 27.6 27.8 27.8 28.2 28.7 29.0 30.5 30.5 30.9 30.7 30.5 31.5

For explanation of symbols, See page A.

DAY SUN. JULY 13, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. JULY 6, 1986

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Nielsen NATIONAL TV AUDIENCE ESTIMATES

	TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	7,560 8.8															5,330 6.2
	ABC TV																ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	2,660 3.1															4,810 5.6
	SHARE OF AUDIENCE %	9	3.2*		3.0*		3.2*	2.9*		3.2*		3.2*					5.3
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	5,410 6.3				8,250 9.6								8,070 9.4			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	3,010 3.5	3.5*		3.5*	4,040 4.7	3.6*		4.5*	4.6*		5.7*		6,440 7.5			
	SHARE OF AUDIENCE %	11	11*		11*	14	11*	4.4	4.5	4.6	4.7	5.4	6.0	6.8	8.2		
WEEK 3	TOTAL AUDIENCE (Households (000) & %)							8,590 10.0									6,610 7.7
	NBC TV																NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)							4,300 5.0	4.2*		5.3*		5.6*				5,330 6.2
	SHARE OF AUDIENCE %							15	12*	5.2	16*	5.6	16*	6.0			6.3
WEEK 4	TOTAL AUDIENCE (Households (000) & %)			6,270 7.3													6,270 7.3
	ABC TV																ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)			2,230 2.6													4,900 5.7
	SHARE OF AUDIENCE %			8	2.0*	6*		2.4*	2.6*		2.7*		3.4*				5.9
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	5,070 5.9				9,790 11.4								7,650 8.9			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	2,920 3.4	3.4*		3.5*	4,720 5.5	5.0*		5.4*		6.1*		5.5*	5,930 6.9			
	SHARE OF AUDIENCE %	11	11*	3.4	11*	16	15*	5.7	16*	5.7	17*	6.1	15*	6.9	6.9		
WEEK 6	TOTAL AUDIENCE (Households (000) & %)							6,700 7.8									5,930 6.9
	NBC TV																NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)							2,660 3.1	2.9*		3.0*		3.5*				4,810 5.6
	SHARE OF AUDIENCE %							9	8*		8*	3.4	10*	5.5			5.8
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	30.8	31.6	31.9	32.1	32.7	33.7	35.2	36.0	35.8	34.9	35.7	37.0	38.7	40.0	41.5	41.8
	WK. 2	31.2	31.6	32.2	33.1	33.1	34.2	34.5	35.0	36.0	37.0	36.7	36.3	37.7	39.1	40.9	41.4
U.S. TV Households: 85,900,000																	

For explanation of symbols, See page A.

DAY SUN. JULY 13, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC ABC MONDAY NIGHT BASEBALL	1	8.00-11.06PM	+GRID	19,760	23.0	8,250	9.6	17			18,210	21.2	7,470	8.7	16		
	2	8.00-11.09PM	+GRID 11.00				6.4*	12*	6.4					9.2*	17*	8.9	
ABC ABC NEWSBRIEF-MON	1	8.04- 8.05PM	8.00	6,530	7.6	6,530	7.6	15	7.6		5,410	6.3	5,410	6.3	13	6.3	
	2	8.05- 8.06PM	8.00														
CBS AMERICAN PORTRAIT SUS.(SUS)	2	8.58- 8.59PM	8.45														
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	10,650	12.4	10,650	12.4	21	12.4		9,360	10.9	9,360	10.9	20	10.9	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	7,730	9.0	7,730	9.0	17	9.0		9,530	11.1	9,530	11.1	21	11.1	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	6,440	7.5	6,440	7.5	14	7.5		7,560	8.8	7,560	8.8	16	8.8	
CBS AMERICAN PORTRAIT-SUS(SUS)	1	8.28- 8.29PM	8.15														
	2	8.58- 8.59PM	8.45														
EVENING THURSDAY																	
ABC LIBERTY WEEKEND '86-THU.(S)	1	8.00-11.17PM	+GRID 11.00 11.15	31,530	36.7	17,090	19.9	37	22.9								
							22.4*	42*	18.5								

ABC ABC NEWSBRIEF-THU	1	9.43- 9.44PM	9.30	14,000	16.3	14,000	16.3	29	16.3					
	2	9.58- 9.59PM	9.45							5,240	6.1	5,240	6.1	11
CBS CELEBRATION OF LIBERTY(S)	1	9.00-11.17PM	+GRID	16,750	19.5	6,440	7.5	14						6.1
		11.00							9.6					
		11.15							10.6					
NBC STATUE-LIBERTY DEDICATION(S)	1	10.00-11.13PM	+GRID	14,600	17.0	7,900	9.2	17						
		11.00							9.6					
EVENING FRIDAY ABC ABC BUSINESS BRIEF-FRI	2	8.41- 8.42PM	8.30							10,570	12.3	10,570	12.3	26
	1	8.56- 8.57PM	8.45	13,570	15.8	13,570	15.8	36	15.8					12.3
ABC ABC NEWSBRIEF-FRI	2	9.58- 9.59PM	9.45							6,870	8.0	6,870	8.0	16
	1	10.26-10.27PM	10.15	16,750	19.5	16,750	19.5	41	19.5					8.0
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45											
NBC NBC MAJOR LGE BSBL GM-FRI(S)	2	8.13-11.18PM	+GRID							18,300	21.3	7,650	8.9	18
		11.00												8.7
		11.15												3.4
		11.30												3.4
NBC NBC MAJOR LGE PRE GM-FRI(S)	2	8.00- 8.13PM	+GRID							6,530	7.6	6,440	7.5	17
EVENING SATURDAY ABC LIBERTY WEEKEND '86-SAT.(S)	1	8.00-10.02PM	+GRID	12,370	14.4	6,360	7.4	16						
		10.00							9.2					
ABC ABC SPORTS UPDATE-SAT	2	8.58- 8.59PM	8.45							4,040	4.7	4,040	4.7	10
	1	9.17- 9.18PM	9.15	5,150	6.0	5,150	6.0	12	6.0					4.7
ABC ABC NEWSBRIEF-SAT.	2	9.53- 9.54PM	9.45							4,120	4.8	4,120	4.8	9
CONT'D														4.8

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING SATURDAY-CONT'D	1	10.00-10.01PM	10.00	6,610	7.7	6,610	7.7	15	7.7			5,330	6.2	5,330	6.2	14	6.2	
ABC ABC NEWSBRIEF-SAT.-CONT'D	2	8.28- 8.29PM	8.15															
CBS SPORTSBREAK-SAT	1	8.48- 8.49PM	8.45	4,640	5.4	4,640	5.4	12	5.4			10,820	12.6	10,820	12.6	24	12.6	
	2	9.58- 9.59PM	9.45															
CBS NEWSBREAK-SAT.	1	10.05-10.06PM	10.00	5,760	6.7	5,760	6.7	13	6.7			9,190	10.7	9,190	10.7	22	10.7	
		8.58- 8.59PM	8.45	9,530	11.1	9,530	11.1	25	11.1			10,740	12.5	10,740	12.5	24	12.5	
NBC NBC NEWS DIGEST-SAT	2	9.58- 9.59PM	9.45															
NBC NBC NEWS DIGEST-2-SAT.												6,530	7.6	6,530	7.6	15	7.6	
EVENING SUNDAY	2	8.29- 8.30PM	8.15															
ABC ABC SPORTS UPDATE-SUN	1	9.12- 9.13PM	9.00	12,710	14.8	12,710	14.8	27	14.8			9,190	10.7	9,190	10.7	20	10.7	
	2	9.54- 9.55PM	9.45															
ABC ABC NEWSBRIEF-SUN.	1	10.18-10.19PM	10.15	12,460	14.5	12,460	14.5	26	14.5			11,680	13.6	11,680	13.6	26	13.6	
		8.58- 8.59PM	8.45	10,740	12.5	10,740	12.5	24	12.5			7,730	9.0	7,730	9.0	16	9.0	
CBS SPORTSBREAK-SUN	2	9.56- 9.57PM	9.45															
CBS NEWSBREAK-SUN.	1	10.00-10.01PM	10.00	7,470	8.7	7,470	8.7	15	8.7			5,670	6.6	5,330	6.2	12	6.2	
	2	8.57- 8.59PM	8.45															
NBC NBC NEWS DIGEST-SUN	1	9.10- 9.11PM	9.00	6,530	7.6	6,530	7.6	14	7.6									
		9.58- 9.59PM	9.45	7,300	8.5	7,300	8.5	15	8.5									
NBC NBC NEWS DIGEST-2-SUN.	1																	
EVENING MONDAY-FRIDAY																		
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	6,610	7.7	5,670	6.6	19	7.3 6.3 5.2	M-F M-F W & F		6,010	7.0	4,720	5.5	15	6.3 4.7 4.0	TU-F TU-F TU-TH
ABC ABC NEWS:NIGHTLINE MON(B)	2	12.02-12.33AM	12.00 12.15 12.30									4,120	4.8	3,440	4.0	14	4.5 3.7 3.1	MON. MON. MON.
ABC ABC NEWS:NIGHTLINE-MON(B)	1	12.00-12.16AM	12.00 12.15	4,380	5.1	4,040	4.7	15	4.8 3.8	MON. MON.								
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.00-12.19AM	12.00 12.15	5,410	6.3	4,900	5.7	17	5.9 4.8	THU. THU.								
ABC EYE ON HOLLYWOOD		>	12.00 12.15 12.30 12.45 1.00 1.30 1.45 2.00	1,290	1.5	1,030	1.2	6	1.5 1.3 1.2 1.2 .9 .8 .8	M-F M-TH MWTH MWTH FRI. FRI. FRI.		1,290	1.5	1,120	1.3	7	1.6 1.4 1.1 1.0 .8 1.0 1.1 .9	M-F TU-TH MTUTH MTUTH MON. FRI. FRI. FRI.
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	7,820	9.1	7,820	9.1	17	9.1	MTUTH		8,500	9.9	8,500	9.9	19	9.9	TU&TH
CBS NEWSBREAK-M-F		>	9.45 10.00	6,010	7.0	6,440	7.5	13	6.9	M-F		7,990	9.3	8,250	9.6	17	8.7 11.3	M-F FRI.
CBS CBS LATE NIGHT I		>	11.30 11.45 12.00 12.15	7,220	8.4	4,550	5.3 5.6*	18 17*	5.7 5.6 5.4 5.1	M-F M-F M-F M-F		6,870	8.0	4,720	5.5 5.7*	19 17*	5.9 5.5 5.4 5.3	M-F M-F M-F M-F
CONT'D																		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D			12.30						4.9	M-F								
CBS CBS LATE NIGHT I-CONT'D			12.45					5.2* 23*	6.1	M-F					5.0* 23*	5.2	M-F	
CBS CBS LATE NIGHT II		>	12.30	3,780	4.4	2,830	3.3	18	3.6	M-F	4,210	4.9	3,350	3.9	22	4.3	M-F	
			12.45					3.4* 17*	3.6	M-F					4.1* 21*	3.9	M-F	
			1.00						3.2	M-F						3.8	M-F	
			1.15					3.1* 18*	2.9	M-F					3.7* 23*	3.6	M-F	
			1.30					4.2* 25*	4.2	THU.								
		VARIOUS TIMES	(SUS)															
CBS CBS NEWS NIGHTWATCH-1		>	2.00	940	1.1	770	.9	9	1.0	M-THSU	1,200	1.4	1,030	1.2	11	1.3	M-THSU	
			2.15						.9	M-THSU						1.1	M-THSU	
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	GRID	1,370	1.6	1,200	1.4	16		M-THSU	1,460	1.7	1,290	1.5	17		M-THSU	
			2.30						1.4	M-THSU						1.6	M-THSU	
			2.45						1.3	M-THSU						1.4	M-THSU	
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	2,060	2.4	1,030	1.2	21	1.6	M-THSU	1,980	2.3	1,120	1.3	23	1.8	M-THSU	
			3.15					1.5* 20*	1.5	M-THSU					1.7* 24*	1.6	M-THSU	
			3.30						1.4	M-THSU						1.5	M-THSU	
			3.45					1.3* 21*	1.3	M-THSU					1.4* 23*	1.4	M-THSU	
			4.00						1.3	M-THSU						1.3	M-THSU	
			4.15					1.2* 21*	1.2	M-THSU					1.2* 22*	1.2	M-THSU	
			4.30						1.1	M-THSU						1.2	M-THSU	
			4.45					1.1* 22*	1.1	M-THSU					1.1* 22*	1.1	M-THSU	
			5.00						1.1	M-THSU					1.1* 23*	1.1	M-THSU	
			5.15					1.1* 22*	1.0	M-THSU						1.1	M-THSU	
			5.30						1.0	M-THSU						1.1	M-THSU	
			5.45					1.0* 20*	.9	M-THSU					1.0* 20*	1.0	M-THSU	
NBC NBC NEWS DIGEST-M-F	2	>	8.00								8,070	9.4	8,070	9.4	18	7.1	M-F	
	1	>	8.15	7,220	8.4	7,220	8.4	16	10.2	M-F						8.9	M & F	
			8.45						8.0	TU-F						10.3	TU-TH	
NBC NBC NEWS DIGEST-2-M-F	1	>	9.45	8,500	9.9	8,500	9.9	19	9.9	MWF								
	2	9.58- 9.59PM	9.45								8,250	9.6	8,250	9.6	17	9.6	TU&TH	
NBC TONIGHT SHOW	2	>	11.30								9,360	10.9	5,580	6.5	20	7.5	M-F	
			11.45												7.2* 20*	6.9	M-F	
			12.00													6.3	M-F	
			12.15												5.9* 21*	5.5	M-F	
			12.30												5.3* 20*	5.3	FRI.	
NBC WIMBLEDON UPDATE-FRI(S)	1	11.30-11.45PM	11.30	5,930	6.9	5,670	6.6	19	6.6	FRI.								
NBC WIMBLEDON UPDATE-MON(S)	1	11.30-11.45PM	11.30	7,390	8.6	7,220	8.4	22	8.4	MON.								
NBC WIMBLEDON UPDATE-THU(S)	1	11.44-11.59PM	11.30	6,100	7.1	5,840	6.8	17	7.4	THU.								
			11.45						6.8	THU.								
NBC WIMBLEDON UPDATE-TUE(S)	1	11.30-11.45PM	11.30	6,270	7.3	5,840	6.8	19	6.8	TUE.								
NBC WIMBLEDON UPDATE-WED(S)	1	11.30-11.45PM	11.30	6,100	7.1	5,840	6.8	18	6.8	WED.								
NBC TONIGHT SHOW	1	>	11.45	8,160	9.5	4,720	5.5	19	6.0	M-F								
			12.00						5.9	M-F								
			12.15					5.6* 19*	5.4	M-F								
			12.30						5.1	M-F								
			12.45					5.1* 21*	4.9	M-F								

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. ADD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. ADD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE	% NR			HOUSEHOLDS		HOUSEHOLDS	SHARE	% NR		
				(000)	%						(000)	%					
EVENING MONDAY-FRIDAY-CONT'D																	
NBC DAVID LETTERMAN I	2	12.30- 1.00AM	12.30 12.45								4,640	5.4	3,870	4.5	21	4.6	M-TH
NBC FRIDAY NIGHT VIDEOS	2	12.39- 2.09AM	12.30 12.45 1.00 1.15 1.30 1.45 2.00								4,380	5.1	1,890	2.2	13	4.4	M-TH
														3.3*	15*	3.9	FRI.
														2.0*	11*	3.0	FRI.
																2.0	FRI.
																2.0	FRI.
																1.8	FRI.
																1.7	FRI.
NBC DAVID LETTERMAN I	1	12.45- 1.15AM	12.45 1.00	4,300	5.0	3,520	4.1	21	4.2	M-W						1.7	FRI.
									3.9	M-W							
NBC FRIDAY NIGHT VIDEOS	1	12.45- 2.15AM	12.45 1.00 1.15 1.30 1.45 2.00	5,240	6.1	2,660	3.1	18	3.9	FRI.							
									3.5	FRI.							
									3.4*	18*							
									3.2	FRI.							
									2.9	FRI.							
									2.7*	18*							
									2.3*	18*							
									2.4	FRI.							
									2.3	FRI.							
NBC WIMBLEDON HIGHLIGHTS(S)	1	12.59- 2.59AM	12.45 1.00 1.15	3,260	3.8	1,720	2.0	12	3.8	THU.							
									2.9	THU.							
									2.7*	13*							
									2.5	THU.							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. ADD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. ADD.BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
ABC LIBERTY WKEND '86-FRI.(S)-CONT'D																	
ABC LIBERTY WKEND '86-THU.(S)	1	12.00-12.30PM	12.45 12.00 12.15	4,470	5.2	3,260	3.8	13	12.1* 35* 3.8 3.8	FRI. THU. THU.							
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	6,610	7.7	6,610	7.7	26	7.7	M-F	6,270	7.3	6,270	7.3	25	7.3	M-F
CBS CBS EARLY MORN.NEWS-FR(B)	1	6.30- 7.00AM	6.30 6.45	1,200	1.4	1,030	1.2	15	1.1 1.3	FRI. FRI.							
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,630	1.9	1,290	1.5	17	1.3 1.6	M-TH M-TH	1,720	2.0	1,200	1.4	16	1.4 1.5	M-F M-F
CBS LIBERTY DAY 1986(S)	1	9.00-12.00NN	9.00 9.15 9.30 9.45 10.00 10.15 10.30 10.45 11.00 11.15 11.30	15,380	17.9	5,240	6.1 4.6* 4.9* 5.1 5.3 5.5* 5.7 6.1* 7.9 8.0* 7.8	18 16* 15* 16* 17* 22*	FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI.								
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,760	6.7	5,500	6.4	22	7.9* 22*	FRI.	6,360	7.4	6,100	7.1	26	7.1	M-F
CBS NEWSBREAK-3.44		>	3.30 3.45	4,720	5.5	4,720	5.5	18	5.3 5.9	M-F M-F	5,070	5.9	5,070	5.9	19	5.8 6.2	M-F M-F
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	4,300	5.0	4,300	5.0	17	5.0	MWF	5,070	5.9	5,070	5.9	19	5.9	MWF
CBS AMERICAN TREASURY SUS(SUS)		3.58- 3.59PM	3.45							THU.							THU.
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.							TUE.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	2,060	2.4	1,460	1.7	17	1.3 2.1	M-F M-F	2,060	2.4	1,550	1.8	17	1.5 2.1	M-F M-F
NBC TODAY SHOW SPECIAL-FRIDAY(S)	1	9.00-11.09AM	9.00 9.15 9.30 9.45 10.00 10.15 10.30 10.45 11.00	11,600	13.5	5,330	6.2 5.1* 6.1* 6.1* 6.8* 6.8* 6.9* 6.3* 6.3	18 17* 18* 18* 19* 19* 18*	FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI.								
NBC WIMBLEDON-MEN'S SEMI-FNL(S)	1	11.09- 4.09PM	11.00 11.15 11.30 11.45 12.00 12.15 12.30 12.45	14,170	16.5	3,610	4.2 3.9* 3.8* 3.5* 3.6*	13 11* 11* 10* 11*	FRI. FRI. FRI. FRI. FRI.								
CONT'D																	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV AUDIENCE ESTIMATES										WEEK 1					WEEK 2				
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. ADD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. ADD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
DAY MONDAY-FRIDAY-CONT'D																			
NBC WIMBLEDON-MEN'S SEMI-FNL(S)-CONT'D																			
			1.00						4.9	FRI.									
			1.15						4.8	FRI.									
			1.30						4.8	FRI.									
			1.45						4.9*	15*									
			2.00						5.0	FRI.									
			2.15						5.0	FRI.									
			2.30						4.8	FRI.									
			2.45						5.7	FRI.									
			3.00						5.5	FRI.									
			3.15						5.6	FRI.									
			3.30						4.9*	16*									
			3.45						4.2	FRI.									
			4.00						3.0	FRI.									
									2.8*	10*									
									2.6*	9*									
NBC WIMBLEDON-MEN'S QTR-FNL(S)	1	2.00- 5.00PM	2.00	9,880	11.5	3,010	3.5	12	5.3	THU.									
			2.15				4.7*	15*	4.2	THU.									
			2.30						3.7	THU.									
			2.45						3.7*	13*									
			3.00						3.7	THU.									
			3.15						3.5	THU.									
			3.30						3.1	THU.									
									2.9	THU.									
			3.45						2.8*	10*									
			4.00						3.3	THU.									
			4.15						3.1*	11*									
			4.30						2.9	THU.									
			4.45						3.0	THU.									
									3.4	THU.									
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,550	5.3	4,550	5.3	18	5.3	M & W	4,470	5.2	4,470	5.2	18	5.2	MWF		
DAY SATURDAY																			
ABC ABC FUN FIT-8:25AM		8.25- 8.29AM	8.15	1,200	1.4	940	1.1	9	1.1		2,230	2.6	1,890	2.2	16	2.2			
ABC ABC FUN FIT-11:55AM		11.55-11.59AM	11.45	4,550	5.3	4,040	4.7	17	4.7		3,690	4.3	2,750	3.2	12	3.2			
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45																
CBS ASTRO MINUTE-11.26AM		11.26-11.29AM	11.15	5,070	5.9	4,470	5.2	19	5.2		5,150	6.0	4,640	5.4	20	5.4			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,120	4.8	3,780	4.4	16	4.4		3,780	4.4	3,520	4.1	15	4.1			
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,550	5.3	4,040	4.7	16	4.7		4,980	5.8	4,550	5.3	18	5.3			
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,150	2.5	1,980	2.3	19	2.3		2,060	2.4	1,980	2.3	17	2.3			
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,260	3.8	3,180	3.7	23	3.7		2,750	3.2	2,580	3.0	17	3.0			
NBC ONE TO GROW ON-10:28AM	2	10.28-10.30AM	10.15								5,240	6.1	4,980	5.8	23	5.8			
NBC ONE TO GROW ON-11:28AM	2	11.28-11.30AM	11.15								5,670	6.6	5,410	6.3	24	6.3			
NBC ONE TO GROW ON-11:58AM	2	11.58-12.00NN	11.45								3,780	4.4	3,690	4.3	16	4.3			
NBC NBC MAJOR LEAGUE PRE GAME	2	1.30- 1.47PM	-GRID 1.45								5,330	6.2	4,550	5.3	18		5.8		
NBC NBC MAJOR LEAGUE BASEBALL	2	1.47- 5.05PM	-GRID 4.45								14,860	17.3	6,270	7.3 7.5*	23 23*		6.9		
CONT'D																			

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1						WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
DAY SATURDAY-CONT'D																	
NBC NBC MAJOR LEAGUE BASEBALL-CONT'D																	
NBC NBC MAJOR LEAGUE PRE GAME				1	2.00- 2.18PM	-GRID 2.15	4,980	5.8	4,210	4.9	17	5.5					
DAY SUNDAY																	
CBS FOR OUR TIMES(SUS)				2	6.00- 6.30AM	6.00											
CBS HARTFORD OPEN-SUN.(S)				1	4.00- 6.05PM	-GRID 6.00	8,250	9.6	4,040	4.7	14	6.3					

Correction Notice

A.C. Nielsen Company

Nielsen Plaza
Northbrook, IL 60062
(312) 498-6300

1290 Avenue of the Americas
New York, NY 10104
(212) 708-7500

70 Willow Road
Menlo Park, CA 94025
(415) 321-7700

August 8, 1986

NIelsen NATIONAL TV RATINGS REPORT 1ST JULY 1986 REPORT June 30-July 13, 1986

Audience estimates for the following program were incorrect in the above report. Correct data are as follows:

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1					
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		
PAGE A-8 EVENING THURSDAY									
BILL COSBY SHOW	1	8.00-8.30PM	8.00 8.15	18,380	21.4	15,720	18.3	35	17.5 19.2

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME										NO. OF T/C THIS SEASON	NO. STATIONS & PROG. COVG.		K E Y	HOUSEHOLD AUDIENCES	AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WK ±	DAY	START TIME	DUR	NET	TYPE1	PROG.	WK 1	WK 2	%	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS 2+	LADY OF HOUSE	WORK- ING WO- MEN	WOMEN (BY AGE)					MEN (BY AGE)					TEENS (12-17)	CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEMALE	TOTAL	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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PROGRAM AUDIENCE ESTIMATES (By Time Periods)

DAY		AVERAGE MINUTE AUDIENCE %																	
TIME (N.Y.T.)		HOUSE- HOLDS	AUDIENCE COMPOSITION																
NTWK	PROGRAM NAME		TOTAL PERSONS 2+	LADY OF HOUSE	WORK- ING WOMEN	WOMEN (BY AGE)				MEN (BY AGE)				TEENS (12-17)		CHILDREN (2-11)			
WK#			2+			TOTAL	18-34	18-49	25-54	55+	TOTAL	18-34	18-49	25-54	55+	TOTAL	FEMALE	TOTAL	6-11
PAGE 62 THURSDAY EVENING																			
8.00-8.30PM																			
N BILL COSBY SHOW		20.6	17.2	19.4	19.6	18.3	19.6	19.6	19.1	17.4	12.6	11.8	12.9	13.7	11.2	22.5	28.1	22.4	26.9

Line-up changes

A.C. Nielsen Company

Nielsen Plaza
Northbrook, IL 60062
(312) 498-6300

1290 Avenue of the Americas
New York, NY 10104
(212) 708-7500

70 Willow Road
Menlo Park, CA 94025
(415) 321-7700

August 22, 1986

NIELSEN NATIONAL TV RATINGS REPORT 1ST JULY 1986 REPORT June 30-July 13, 1986

The following revised program audience data are the result of program lineup changes received from the networks too late for inclusion in the above report.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

				WEEK 1						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY	TELE-
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	1/4 HR %	CAST DAYS	
PAGE A-36										
DAY SUNDAY										
SPORTSWORLD	1	4.30-6.00PM	4.30 4.45 5.00 5.15 5.30 5.45	7820	9.1	3870	4.5	13	3.3 4.0 4.5 5.0 5.2 5.2	
PAGE A-36										
DAY SUNDAY										
NBC NIGHTLY NEWS-SUN	1	6.30-7.00PM	6.30 6.45	5760	6.7	4640	5.4	13	5.3 5.5	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME						NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE†	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
PAGE 49													
WEEKEND DAYTIME													
SPORTSWORLD						167		91		A 4.5 13 387			
1	SUN	4.30P	90	NBC	SA								
PAGE 24													
EVENING													
NBC NIGHTLY NEWS-SUN						158 174		86 93		A 5.5 14 472			
	SUN	6.30P	30	NBC	N								